

The Mood Start

presented by
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Different ways to start

- Begin at the beginning: Star Wars
- Begin at the ending: Sunset Blvd., Megamind
- The mood start: 2001, Meaning of Life

Mood Start

- Set the mood for what's coming
- Not closely tied to main story, but some link
- Other examples:
 - Kung Fu Hustle
 - Twist of the Tool
 - Fellowship of the Ring
 - “Special Guest” at music concerts

When to use it

- If the story structure is unconventional
 - Familiar structure for familiar story
- If the viewer is getting confused, it's not working