



## **SCHOOL OF COMMUNICATION, CINEMATICS AND CREATIVE ARTS**

### **PRD 3005 THE ART OF THE PITCH**

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*OFFICE: Cinematic Arts Faculty Offices*

Credits: 3

#### **The Purpose of Course**

The mission of the Bachelor of Arts in Film Production and Directing program is to prepare students for the rigors of the creative industry by developing their intellectual, managerial, creative, analytical and practical skills to successfully function as professionals and team players in the film production business. In line with this, the purpose of this course is to help students encapsulate their ideas into saleable concepts, present those ideas, and communicate with the writers, producers, financiers and others who become involved in bringing these ideas to fruition.

This course aims at helping the attainment of the PLOs Nos. 2, 3, 4, 5.

#### **Expected Learning Outcomes**

Upon successful completion of this course, the learner will be able to:

- Pitch a story or Project.
- Articulate the core elements that will interest buyers.
- Research on potential buyers and identify likely markets for film and/or television projects.
- Collaborate as a creative team, and give constructive feedback on creative endeavors

### Attendance Policy

Class attendance is mandatory unless there's a very serious problem, in which case, prior permission must be obtained from the lecturer. Most of the class work will be group work, so any absence disadvantages other group members. It is therefore very important to participate in your assigned group tasks to learn from one another by participating in class activities throughout the semester.

All assignments, projects and exercises **MUST** be submitted before the expiry of the stipulated deadlines.

### Course Content

TOPIC	SUB- TOPIC
<b>Course introduction and Icebreaker class discussion</b>	<ul style="list-style-type: none"> <li>• Place of a pitch in the creative industry</li> <li>• What to pitch</li> <li>• When to pitch</li> <li>• Places to pitch</li> <li>• Where is your Project now?</li> </ul>
<b>Preparation for the Pitch</b>	<ul style="list-style-type: none"> <li>▪ Formal and informal pitching</li> <li>▪ What goes into a “good” pitch</li> <li>▪ Is there a format?</li> <li>▪ What kind of projects “pitch” well?</li> <li>▪ The art of the ‘elevator’ pitch, getting someone to read your project</li> <li>▪ Structure of a pitch deck</li> </ul>
<b>Preparation for the pitch</b>	<ul style="list-style-type: none"> <li>▪ Things to do before the pitch</li> </ul>
<b>Assignment 1 given</b>	Select any film and pitch it to the class
<b>During the pitch</b>	The things never to say/do during a pitch
<b>Knowing the buyer and the market</b>	<ul style="list-style-type: none"> <li>▪ TV Market Research – who’s buying what?</li> <li>▪ Structure of a TV pitch</li> <li>▪ Market/buyer research</li> </ul>
<b>Business and pitching</b>	<ul style="list-style-type: none"> <li>▪ Putting business sense into a pitch</li> <li>• Knowing the buyer’s preferences</li> </ul>
<b>During the pitch</b>	<ul style="list-style-type: none"> <li>▪ Things to always do during a pitch</li> </ul>
<b>Class Presentations</b>	Library research
<b>After the pitch</b>	What next after the pitch
<b>The Art of the pitch</b>	<ul style="list-style-type: none"> <li>▪ Pitch notes</li> <li>▪ Working in-groups</li> <li>▪ Pitch packets</li> <li>▪ Group pitches.</li> </ul>
<b>Assignment 2 Given</b>	<ul style="list-style-type: none"> <li>▪ Working in a group of three, research and present a pitch for a film project you are working on</li> </ul>

<b>End of the semester Project</b>	<ul style="list-style-type: none"> <li>▪ Each Student will prepare their own pitches and from week 8 with the guidance and regular one-on-one meetings with the lecturer. The project is due during class hour in week 14</li> </ul>
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### Mode of Delivery

Research, discussions, case studies, class presentations, hands-on pitching, field/guest lecture visits

**NB.** All theory classes will be held via zoom; practical sessions from week 8 may be held on campus and students will have access to the filming facilities/equipment on campus.

### Instructional Materials

Textbooks, library access, Workshop, films, film production labs and equipment.

### Course Assessment

SUBJECT		MARKS
Attendance and participation		10%
Assignments1		10%
Assignment 2 (Group work)		20%
Class Presentation		10%
Mid semester Exam		20%
Final Exam		30%
<b>TOTAL</b>		<b>100</b>

### Core Reading Materials for the Course

#### Course Text:

**Thatwritingchic (2014), Getting to First Base the Art of the Pitch (Available in the USIU Library)**

#### a) Other Textbooks

Sagmeister, S. (2013). *The Happy Film Pitch Book*. University of Pennsylvania Institute of Contemporary Art.

Coughter, P. (2012). *The Art of the Pitch: Persuasion and presentation skills that win business*. Macmillan.

Marcoux, T. (2013). *Darkest Secrets of Making a Pitch for Film and Television: How You Can Get a Studio Executive, Producer, Name Actor or Private Investor to Say "Yes"*, 2nd edition. *Volume 6*. Tom Marcoux Media, LLC.

#### c) E-resources

<http://www.jstor.org/stable/j.ctt7zttqs.12>

<http://www.jstor.org/stable/j.ctt1729w3w.16>

## Recommended Reference Materials

### a) Textbooks

Klaff, O. (2011). *Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal*. McGraw Hill Professional.

Snyder, B. (2005). *Save the cat!: the last book on screenwriting you'll ever need*. Michael Wiese Productions.

Baucus, M. S., Norton Jr, W. I., Baucus, D. A., & Human, S. E. (2008). Fostering creativity and innovation without encouraging unethical behavior. *Journal of Business Ethics*, 81(1), 97-115.

### b) Journals

Government News

The Art of the Pitch

### c) E-resources

<http://www.jstor.org/stable/j.ctt45kd70.12>

<http://www.jstor.org/stable/j.ctt14bsw2t.9>