

# **PITCHING A FILM**

HOW TO STRUCTURE YOUR  
PRESENTATION

(use picture and animate)

# INTRODUCTION

- What is the name of your production company?
- What is the meaning behind your logo?



# GENRE

- What genre is your film going to be?
- What are the codes and conventions of your chosen genre?
- Include pictures

# **FILM NARRATIVE**

- Provide and brief synopsis of the film
- Tell us the EQUILIBRIUM, DISEQUILIBRIUM and NEW EQUILIBRIUM

# STARS

- Who are the key characters?
- Who will play them and why?
- Include pictures

# DIRECTOR

- Who would you like to direct this film and why?
- Why other films have they directed?
- Include pictures

# COMPARE YOUR FILM

- What other films is your film similar to?
- Who is the target audience for your film?
- Why would they be attracted to this film?
- What are the main selling points of your film?

# LOGLINE

- a one sentence summary of the film's narrative
- Remember a good logline...
- Answers the question what is your film about?
- References characters in some way
- May signal the genre
- Can communicate the narrative
- See the next page for examples

# LOGLINE

- A little boy is schooled in the art of wizardry
- A young man and woman from different social classes fall in love aboard an ill-fated voyage
- A 17th Century tale of adventure on the Caribbean Sea where the roguish yet charming Captain Jack Sparrow joins forces with a young blacksmith in a gallant attempt to rescue the Governor of England's daughter and reclaim his ship.
- When a Roman general is betrayed, and his family murdered by a corrupt prince, he comes to Rome as a gladiator to seek his revenge

# LOGLINE

- Everyone in the team needs to write a logline, then choose the best one
- What's your logline?
- Explain why it's a good logline

# 200 WORD PITCH

- This is when you have to put everything you've so far into 200 words!
- Everyone in the team needs to write a 200 word pitch, then choose the best one
- One way approaching this could be to list the major event that happen in your film as bullet points from the beginning to the end.

# 200 WORD PITCH

- **Key questions you should ask yourself:**
- Is there a clear sense of narrative structure (beginning, middle and end)?
- Does my pitch develop ideas about the main character(s)?
- Are there suggestions as to who could play the main character(s)?
- Is the film's genre clear?
- Are there references to other films?
- Is the overall concepts clear?
- Is the film easily castable?

# 200 WORD PITCH

- This may require a couple of drafts to get it under 200 words. Remember, the actual pitch is verbal, so use language that and your audience will be comfortable with