

INDUSTRY AND PITCHING SEMINAR (SPRING 2013 - 2014)

DC 505 (Section 901)

Wednesdays: 5:45 pm - 9:00 pm

Room: #1512 (Lewis Center - 25 East Jackson Blvd.)

Instructor: Christopher Parrish

Office Hours: Wednesdays 4:00 pm - 5:30 pm

Office: CDM 434

Email: cparris6@cdm.depaul.edu

Course Description: Students will learn the art and craft of pitching including the differences between pitching new or existing ideas, shaping pitches based on your audience, and pitching a take on existing source material. Students will also learn not only how to pitch projects, but to pitch themselves, focusing on what makes them unique as a writer/director/producer, the themes that connect their work, and how to present themselves as a brand. Industry professionals will visit class (live or via Skype) when appropriate.

Course Objectives:

Students will interact with Hollywood industry professionals, such as agents, managers, screenwriters, producers, directors and entertainments executives, gaining insight into current industry opportunities, trends and demands

Students will learn the craft of verbally pitching television and motion picture projects from existing series and franchises, as well as their own original work

Students will learn to craft loglines and treatments for motion pictures, television spec scripts and original television spec pilots

Students will develop and craft their own personal creative “brand” by identifying and exploring themes, personal experiences and their own unique perspectives

Prerequisite(s): DC 222 or DC 224 or DC 424 or DC 502

Learning Domain Description:

DC 505 (Section 901) Industry and Pitching Seminar is included in the Liberal Studies program as a course with credit in the Arts and Literature domain. Courses in the Arts and Literature domain ask students to extend their knowledge and experience of the arts by developing their critical and reflective abilities. In these courses, students interpret and analyze particular creative works, investigate the relations of form and meaning and through critical and/or creative activity to come to experience art

with greater openness, insight, and enjoyment. These courses focus on works on literature art, theater, or music as such, though the process of analysis may also include social and cultural issues. Students who take course in this domain choose three courses from such choices as literature, the visual arts, media arts, music and theater. No more than two courses can be chosen from one department or program.

Learning Outcomes:

1. Students will be able to explain, in well-written prose, what a work of art is about and/or how it was produced.
2. Students will be able to comment on the relationship between form and content in a work.
3. Students will be able to assess the aspects of their subject and put those qualities into words, using, when appropriate, specialized vocabulary employed in class and readings.
4. Students will be able to contextualize a work of art. They will be able to do so with respect to other works of art in terms of defining its place within a broader style or genre. They will also be able to contextualize a work of art in terms of contemporaneous aesthetic, social, or political concerns, discussing how these might shape the work's reception and how that reception might differ amongst various peoples and historical periods.

Required Reading: PDFs of assigned readings will be posted on D2L.

Online Course Management System: For this course, we will be using D2L at <https://d2l.depaul.edu/d2l/home/279260>
Online students at <https://d2l.depaul.edu/d2l/home/281933>

DO NOT EMAIL YOUR ASSIGNMENTS TO ME. Unless otherwise instructed, ALL ASSIGNMENTS ARE TO BE SUBMITTED ON D2L.

Grading:

- (5%) Television Loglines/1 Minute Pitch (Existing & Original)
- (5%) Motion Picture Loglines/1 Minute Pitch (Existing & Original)
- (10%) Television Existing Series Treatment/5 Minute Pitch
- (10%) Motion Picture Existing Project Treatment/5 Minute Pitch
- (20%) Original Television Pilot Treatment/10 Minute Pitch
- (20%) Original Motion Picture Treatment/10 Minute Pitch
- (15%) Mock Hollywood Job Interview
- (5%) Hollywood Mentor Cover Letter
- (10%) Class Participation

Course Policies:

Attendance:

Each week's class consists of lectures. Your attendance is mandatory. For the purposes of this class, an absence is defined as either not showing up for class or showing up 15 minutes after class has begun. All absences will result in a reduction of the attendance/participation grade.

Assignments:

Reading assignments must be completed by the date to which they are assigned in the syllabus. Reasonable deadlines are given for completion for each assignment. Consequently late assignments will not be accepted.

(Late assignment = F)

Exceptions:

A.) Medical emergency. You must contact me within 24 hours of the assignment due date and submit support documents within 48 hours of the assignment due date.

B.) Personal emergency. If you miss an assignment deadline because of any other reason besides a medical one, you must submit compelling evidence supporting your excuse within 24 hours of the assignment due date.

Exams:

There are no exams given in this course. You will be graded on your presentations, written work and class participation.

Course Lectures/Guest Speakers:

Lecture presentations will occur weekly with guest lecturers approximately every other week.

Content Changes:

Depending on time factors, the guest speakers and assignments projected for the term may require alteration or rescheduling, as well as the lectures.

Please bring either your laptop or something to take notes with for each class.

Written assignments should be double-spaced in 12-point font. All assignments are due at the beginning of class and must be posted on D2L.

College Policies:

Online Course Evaluations:

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the

instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in Campus Connect.

Academic Integrity and Plagiarism:

This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>. If you have any questions be sure to consult your professor.

Academic Policies:

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at: cdm.depaul.edu/enrollment.

Students with Disabilities:

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential.

To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: csd@depaul.edu.

Lewis Center #1420, 25 East Jackson Blvd.
Phone number: (312)362-8002
Fax: (312)362-6544
TTY: (773)325-7296

Course Schedule:

Class 1 - April 2nd:

LECTURE: Discussion of Syllabus & Course Assignments

CLASS ACTIVITY: Class Introductions - What's your career goal? Who are your influences (personal/professional?) What is your "sound?"

CLASS ACTIVITY #1: Pitch your favorite movie or TV show in 60 seconds

LECTURE: Loglines

CLASS ACTIVITY #2: Guess that Logline Game (time permitting)

ASSIGNMENT FOR NEXT WEEK:

- 1.) **Write 5 loglines for an original episode of a primetime network television show currently on the air**
- 2.) **Write 5 loglines for an original television pilot idea for a primetime network television show**

Class 2 - April 9th:

GUEST SPEAKER #1: Hollywood Television Executive (TBA)

LECTURE: Pitching a Television Series to Studios & Networks

CLASS ACTIVITY #1: Musical Chair TV Loglines

CLASS ACTIVITY #2: Based on the feedback you receive from your classmates with Musical Chair Loglines, pitch your favorite logline by expanding it into a 1 minute presentation **(This counts as part of your grade.)**

ASSIGNMENT FOR NEXT WEEK:

- 1.) **Write 5 loglines for a sequel, prequel or remake you'd like to see of a Hollywood motion picture**
- 2.) **Write 5 loglines for an original motion picture spec screenplay**

Class 3 - April 16th:

LECTURE: Pitching a Motion Picture Spec & Pitching on Assignment

CLASS ACTIVITY #1: Musical Chair Movie Loglines

CLASS ACTIVITY #2: Based on the feedback you receive from your classmates with Musical Chair Loglines, pitch your favorite logline by expanding it into a 1 minute presentation **(This counts as part of your grade.)**

LECTURE: Writing & Pitching an Episode for an Existing TV Series

ASSIGNMENT FOR NEXT WEEK: Write a 2 Page Treatment for an episode of a television series currently on the air (one you know really well) and prepare a 5 minute pitch

Class 4 - April 23rd:

GUEST SPEAKER #2: Television Writer (TBA)

CLASS ACTIVITY: Students present their 5 minute pitches for an episode of a show currently on the air (This counts as part of your grade.)

LECTURE: Writing & Pitching Motion Picture Projects for Hire

ASSIGNMENT FOR NEXT WEEK: Write a 2 Page Treatment for a sequel, prequel or remake of a Hollywood motion picture (one you know really well) and prepare a 5 minute pitch

Class 5 - April 30th:

CLASS ACTIVITY: Students Present 5 Minute Sequel/Prequel/Remake Pitch (This counts for part of your grade.)

ASSIGNMENT FOR CLASS 7: Prepare 10 Minute Original Motion Picture Pitch

Class 6 - May 7th:

LECTURE: Pitching a Spec TV Pilot

GUEST SPEAKER #3: Hollywood Motion Picture Screenwriter (TBA)

ASSIGNMENT FOR CLASS 8: Prepare 10 Minute Original Television Series Pitch

Class 7 - May 14th:

CLASS ACTIVITY: PRESENT 10 MINUTE ORIGINAL MOTION PICTURE PITCH

ASSIGNMENT FOR NEXT WEEK: Prepare 10 Minute Original Television Series Pitch

Class 8 - May 21st:

GUEST SPEAKER #4: Hollywood Motion Picture Director (TBA)

CLASS ACTIVITY: PRESENT 10 MINUTE ORIGINAL TELEVISION SERIES PITCH

Class 9 - May 28th:

LECTURE: Job Interviews & Cover Letters (How I Got an Agent and Sold My First Movie Pitch)

CLASS ACTIVITY: Pitch Original Motion Picture (10 Minutes)

ASSIGNMENT #1 FOR NEXT WEEK: Prepare for Mock Hollywood Job Interview

ASSIGNMENT #2 FOR NEXT WEEK: Mentor Cover Letter

Class 10 - June 4th (FINAL CLASS):

CLASS ACTIVITY: Mock Hollywood Job Interview **(15% OF YOUR FINAL GRADE)**

GUEST SPEAKER #5: Hollywood Agent/Manager (TBA)

LECTURE: Moving to L.A.: A Survivor's Guide (Powerpoint Presentation)