

DC 505 Industry Pitching Seminar

When: Tuesdays & Thursdays · 6:30pm-9:30pm
Where: The Lot in Hollywood · 1041 N. Formosa Ave West Hollywood, CA 90046

Instructor: Erin Rodman · erinr917@gmail.com · (310) 927-2525
Office hours: I'm around and available to meet. Email me to set a time.

→ 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. Students will also learn how to create pitches for existing material that is either in the common domain or material that the students have acquired the rights to work on.
PREREQUISITE(S): DC 222 or DC 224 or DC 424 or DC 502

→ Course Objectives

Students will interact with Hollywood industry professionals, such as agents, managers, screenwriters, producers, directors and entertainment 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.

→ Course Goals

The purpose of this class is to provide the student with a solid understanding of how to develop and pitch original film idea and existing scripts for the independent, studio and television markets.

→ Course Policy

Attendance: Class attendance is mandatory. Prepared participation in class is essential to the development of pitching skills. You are permitted one unexcused absence. More than one absence, or repeated late arrivals, will affect your course participation grade.

→ Grading

1 st Project Pitch	20%
2 nd Project Pitch	20%
3 rd Project Pitch	20%
Final Project Pitch	20%
Class Participation	20%

A= 100-93, A-=92-90, B+=89-88, B=87-83, B-=82-80, C+=79-78, C=77-73, C-=72-70, D+=69-68, D=67-63, D-=62-60, F=59-0. A indicates excellence, B indicates good work, C indicates satisfactory work, D work is unsatisfactory in some respect, F is substantially unsatisfactory work.

→ Class Schedule

Note: This schedule is subject to change. Please consult class calendar and professor emails for the most up to date schedule for student postings, readings, assignments and all due dates. Weekly reading, screenings & class events to be assigned by the instructor class by class.

Week 1

Introduction to LA Quarter course and each other.

Review class syllabus, requirements, goals and assignments.

Week 2 - 8

Basics of pitching – performance, preparation, audience engagement, technique and practice.

Interviews with industry professionals and student-driven Q&As.

Overview of script sales/marketplace. What sells and why.

Week 9

Final class pitches.

→ Course Policies

Changes to Syllabus

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

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 CampusConnect.

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 with 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:

<http://www.cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx>

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 Policies as Suggested by the Dean of Students Office

Attendance: Students are expected to attend each class and to remain for the duration. Coming 15 minutes late or leaving 15 minutes early constitutes an absence for the student. The overall grade for participation drops one-third after any absence. Three absences for any reason, whether excused or not, may constitute failure for the course.

Class Discussion: Student participation in class discussions will be measured in two ways. First, students are highly encouraged to ask questions and offer comments relevant to the day's topic. Participation allows the instructor to "hear" the student's voice when grading papers. Secondly, students will be called upon by the instructor to offer comments related to the reading assignments. Students must keep up with the reading to participate in class discussion.

Attitude: A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues.

Civil Discourse: DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

Cell Phones/On Call: If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an undistruptive manner. Out of respect to fellow students and the professor, texting is never allowable in class. If you are required to be on call as part of your job, please advise me at the start of the course.