

# **DC 505 INDUSTRY SEMINAR AND PITCHING**

**Spring 2017**  
**M 5:45-9:00pm**  
**Office Hours: T 11:00am-2:00pm**

**Instructor: Daniel Klein**  
**Office: 505**  
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**This syllabus is subject to change at professor's discretion**

## **COURSE DESCRIPTION (and OBJECTIVES)**

Students will learn about various forms of pitching, including existing spec scripts, new concepts, and developing takes on existing properties. Students will learn and utilize tips and techniques for engaging in successful creative meetings, including how to prepare and how to read the dynamics of a room. Students will also learn about the expectations of the pitch in various industries (film, television, the web, and advertising) and for varied company (producers, production companies, studios, and networks). This course will culminate in the development of an original pitch that students will write, practice, and workshop.

## **REQUIRED TEXTS**

Assigned Readings & Handouts

## **SUGGESTED TEXT**

"Pitching Hollywood" by Jonathan Koch and Robert Kosberg

"Perfect Pitch: The Art of Selling Ideas and Winning New Business" by Jon Steel

## **COURSE POLICIES**

### **Attendance:**

Each week's class consists of lectures and screenings; attendance is **mandatory**. For the purposes of this class an absence is defined as not showing up for class or showing up 15 minutes, or more, late for a class. All absences will result in a reduction of the attendance/participation grade.

### **Assignments:**

Assignments must be completed by the date to which they are assigned. Reasonable deadlines are given for completion for each assignment. Consequently late assignments will not be accepted without prior consent of the instructor.

### **Content Changes:**

Depending on time factors, the assignments projected for the term may require slight alteration or rescheduling.

### **Food Policy:**

No food or beverages are allowed in the lecture room.

### **Sexual Harassment:**

The policy as specified in the student handbook will be adhered to in this class.

## **GRADING**

Assignment 1	10%
Assignment 2	10%
Assignment 3	10%
Assignment 4	10%
Assignment 5	30%
Class attendance and participation	30%

## **GRADING**

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.

### **Week 1 (March 27th)**

Meet and greet, discuss the class and the syllabus.

### **Week 2 (April 3rd)**

- **Assignment #1** Due In Class: Personal Stories
- **Assignment #2** — 5 People With The Job You Want  
(printed out, a paragraph each person: where they started, what the significant steps in their career have been, why you aspire to their job, etc.)

### **Week 3 (April 10th)**

- **Guest Speakers**
- **Due: Assignment #2** — 5 People Who Hold The Job You Aspire To
- **Assignment #3** — Prepare a brief description (elevator pitch) of two projects that might be your final project. What is it (tv show, movie, etc.)? What is the premise? Why does this tv show, movie, etc. have to be made? Where would this tv show, movie, etc. appear?

### **Week 4 (April 17th)**

- **Guest Speaker** (Either in TV/Film)
- **Due: Assignment #3** — Elevator pitches (log lines +) of a project you aspire to make
- **Assignment #4** — 5-10 Minute Pitch of the Project + The Project One Sheet **GROUP 1**

### **Week 5 (April 24th)**

- **Guest Speaker** (Either in TV/Film)
- **Due: Assignment #4 GROUP 1** — 5-10 Minute Pitch of the Project  
Submit The Project One Sheet
- **Assignment #4** — 5-10 Minute Pitch of the Project + The Project One Sheet **GROUP 2**

### **Week 6 (May 1st)**

- **Guest Speaker** (Either in TV/Film)
- **Due: Assignment #4 GROUP 2** — 5-10 Minute Pitch of the Project  
Submit The Project One Sheet

### **Week 7 (May 8th)**

- **Business of Film**
- **Assignment #5** — Final Pitch of the Project + The Project One-Sheet **GROUP 2**

## **Week 8 (May 15th)**

### **• Group 2 Final Pitches**

**• Assignment #5** — Final Pitch of the Project + The Project One-Sheet **GROUP 1**

## **Week 9 (May 22nd)**

### **• Group 1 Final Pitches**

## **Week 10 (May 29th) - MEMORIAL DAY (NO CLASS)**

## **Week 11 (June 5th)**

### **• Special Guest**

### **Online Instructor Evaluation**

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 two weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online at <https://mycti.cti.depaul.edu/mycti>.

### **Email**

Email is the primary means of communication between faculty and students enrolled in this course outside of class time. Students should be sure their email listed under "demographic information" at <http://campusconnect.depaul.edu> is correct.

### **Academic Integrity Policy**

This course will be subject to the academic integrity policy passed by faculty. More information can be found at <http://academicintegrity.depaul.edu/>

### **Plagiarism**

The university and school policy on plagiarism can be summarized as follows: Students in this course should be aware of the sanctions that can be imposed against someone guilty of plagiarism. If proven, a charge of plagiarism could result in an automatic F in the course and possible expulsion. The strongest of sanctions will be imposed on anyone who submits as his/her own work any assignment which has been prepared by someone else. If you have any questions or doubts about what plagiarism entails or how to properly acknowledge source materials be sure to consult the instructor.

### **Incomplete**

An incomplete grade is given only for an exceptional reason such as a death in the family, a serious illness, etc. Any such reason must be documented. Any incomplete request must be made at least two weeks before the final, and approved by the Dean of the College of Computing and Digital Media. Any consequences resulting from a poor grade for the course will not be considered as valid reasons for such a request.

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