

DePaul University School of Cinematic Arts

**DC 305-901 Pitching Seminar
DC 505-901: Industry and Pitching Seminar**

Spring 2019
Monday 5:45 – 9:00PM, Daley 211 and Online

Professor Scott Myers
smyers15@depaul.edu
CDM 403
312-362-1120

Office Hours
MON 1:00-4:00PM and by appointment

Description

Students will learn about various forms of pitching, including pitching existing spec scripts, new ideas, and developing takes on existing properties. They will learn tips and techniques for having successful meetings, including how to prepare and how to read the dynamics of a room. They will write, practice and workshop their own pitches.

Learning Outcomes

- Devise strategies for showcasing the commercial attributes of portfolio projects
- Apply student and instructor feedback to enhance story pitches
- Develop a unique story pitch for an open writing assignment
- Evaluate original ideas based on the current film and television markets
- Create and revise story pitches for portfolio projects

Course Outcomes

Students will develop and pitch:

- Five-minute project pitch
- Twelve-minute open writing assignment pitch
- Twelve-minute original TV series pitch
- Twelve-minute original feature film pitch

A revised version of the latter will serve as the final pitch project.

Prerequisites (Undergraduate)

DC 101 or DC 201

Grading

Attendance and Participation	10%
Five Minute Pitch	10%
OWA Pitch	20%
Television Series Story Pitch	20%
Feature Film Story Pitch	20%
Revised Final Pitch Project	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.

Course Management

Students will use D2L extensively in this course. Once you are logged on, click on the course number link and you will find links to the syllabus, course outline, video lectures, discussion forums, weekly assignments, etc.

Each week's recorded sessions (available shortly after 5PM each Monday) will be available here: <https://col.cdm.depaul.edu>. Should you have problems accessing lectures, request assistance: <http://colsupport.cdm.depaul.edu/ErrorReport.aspx>

The class will be divided into three groups (A, B, C): One group of 9 (graduate), one group of 8 (undergraduate), one group of 7 (undergraduate). One student per group will be assigned the role of Moderator primarily to oversee the time-clock for individual pitches.

Schedule

Week 1 – April 1

In-Class: Course Introduction

Lecture: The Basics of Pitching

Assignment: Original Feature Film Scripted Project

Week 2 – April 8

In-Class: Discuss feature film script projects

Lecture: The Five-Minute Pitch

Assignment: Five-Minute Pitch for Original Feature Film Scripted Project

The pitch document which outlines your Five-Minute Pitch must be saved as a PDF to the corresponding D2L Submission folder before class on Monday, April 15th.

Week 3 – April 15

In-Class: Five-Minute Pitches

Lecture: Putting on Your Development Executive Hat
Assignment: Pick a Studio Movie Project

Week 4 – April 22

In-Class: Workshop Studio Movie Projects (Groups)
 Lecture: The Twelve-Minute Feature Film Pitch
Assignment: Open Writing Assignment Pitch

The pitch document, which outlines your Open Writing Assignment pitch, must be saved as a PDF to the corresponding D2L Submission folder before class on Monday, April 29th.

Week 5 – April 29

In-Class: Open Writing Assignment Pitches (Groups)
 Lecture: The Television Series Pitch
Assignment: Develop Television Series Pitch

Week 6 – May 6

In-Class: Workshop Television Series Pitches (Groups)
 Lecture: Pitch Decks, Series Bibles, and One-Sheets
Assignment: Television Series Pitch

The pitch document which outlines your Television Series Pitch must be saved as a PDF to the corresponding D2L Submission folder before class on Monday, May 13th.

Week 7 – May 13

In-Class: Television Series Pitches (Groups)
 Lecture: The Realpolitik of Pitching
Assignment: Develop Original Feature Film Pitch

Week 8 – May 20

In-Class: Workshop Original Feature Film Pitches (Groups)
 Lecture: Expecting the Unexpected
Assignment: Original Feature Film Pitch

The pitch document which outlines your Original Feature Film Pitch must be saved as a PDF to the corresponding D2L Submission folder before class on Monday, May 27th.

Week 9 – May 27

In-Class: Original Feature Film Pitches (Groups)
Assignment: Revise Original Feature Film Pitch

Week 10 – June 3 (No Class)

One-on-One Meeting: Revised Final Pitch

Week 11 – June 10 (No Class)

One-on-One Meeting: Revised Final Pitch

The document which details your final revised Original Feature Film Pitch must be saved as a PDF to the corresponding D2L Submission folder by Friday, June 14th at 5PM.

Attendance

Missing 2 classes or more without a legitimate excuse will result in a reduction of your final grade. If you do have a legitimate reason for missing class, you must email me in advance of the class for it to be considered an excused absence. We begin class right on time. A pattern of tardiness will result in a grade reduction.

Office Hours

MON 1:00-4:00PM in CDM 403. Drop by or schedule a meeting. I am happy to talk with you about the course content or anything related to the movie and TV business, screenwriting, writing in general, career considerations, etc.

In addition, we will schedule a **one on one meeting** with each student during the the quarter to discuss their story.

In-Class Workshops

By enrolling in this course, you agree to share your ideas and writings with the professor and other students in the class. You must acquire express written consent from any writer in the class should you wish to share their work with someone who is not enrolled in this course. Feedback is an essential part of the writing process. We must respect each other, our collaboration, and the work at hand. Be truthful, but sensitive when giving notes. Be prepared to solve problems instead of just pointing them out.

Creative Subject Matter

As this is a creative writing course, controversial subject matter may enter into the conversation. Students should expect to read, hear, and participate in discussions about some stories which include varied subject matter including sex, drugs, alcohol, violence, politics, religion, and so forth. Students have the right to express themselves artistically in their writing and address challenging issues.

If you become uncomfortable with a conversation for personal reasons, you may be excused for the remainder of that class without penalty. Inclusion of individuals from the class, or direct personal attacks on members of the class will not be tolerated in course material. If you feel you are being individually targeted by material written or discussed in class, please inform the instructor as soon as possible.

Decorum and 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.

Laptops/Cell Phones

I will trust that on your honor as a DePaul University student and as a creative individual who aspires to learn the writing craft, you will not stray into any form of social media during class – except for classroom breaks.

Phones must be silenced and stowed unless needed for course work.

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 the professor. Plagiarism will earn you an immediate F in this course.

Alterations

The professor reserves the right to alter the syllabus at any time. Students will be apprised of any and all changes with clear instructions should they occur.

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
TTY: (773)325.7296

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](#) or via a mobile device in class during the Week 9 session.