



## THE PITCH

Explaining your film idea before you make it will help you clarify how it will work. Pitching your film idea is a performance; bring props, photos, memorabilia, costumes.

### PITCH

This ( ) minute short film is called...

It can be summed up in one line [or 2]...

Why do you want to make this film? Share your enthusiasm. What is your connection? What is the history to your story, what are your facts /assumptions?

The film idea evolved because...

Is it realistic? Who is your team? How and when will you make your film? Do you have permission from your talent, to film on location, to use the music? What special equipment do you need?

This film will be produced because...

What is the story? Explain the plot: where, when, who, what happens and why?

The basic story is...

Why is it interesting? What's at stake / what is the main conflict? How is it unique?

The audience will be glued to the screen because...

What is the resolution? What do you want your audience to feel/notice at the end?

At the end of the film...

Who is your target audience?

The main audience are...

They really want to see this film because...

What will they experience from watching your film? Talk about the style; observational, re-enactments, interviews, vox populi, voice over, photos, animation, text, etc.

The style of the film is...

The audience will tell their friends to watch this film because...