

THE 1-MiN PiTcH PROJECT

So many great ideas never come to fruition, so if you ever find yourself lucky enough to get in front of a big Hollywood executive, do you have what it takes to sell your great movie idea? We're going to find out!

THE ASSIGNMENT: Perform a one-minute pitch of a movie of your choice.

YOU SHOULD BE COVER THE FOLLOWING CRITERIA IN LESS THAN ONE MINUTE:

- *Who is your HERO or protagonist?*
- *Wha is the genre of your film?*
- *What is that character's EVERYDAY LIFE at the beginning of the film?*
- *Why will we feel EMPATHY towards your hero?*
- *What OPPORTUNITY is presented to that hero at the 10% point that will get the story going?*
- *Into what NEW SITUATION does that opportunity take your hero?*
- *What specific visible goal or OUTER MOTIVATION are we rooting for your hero to accomplish by the end of the movie?*
- *What CONFLICT will the hero face that makes achieving that goal seem impossible?*
- *What are two ANTECEDENTS to your screenplay – recent, successful films with the same genre, tone, and potential market as yours?*

HOW TO PREPARE FOR THIS ASSIGNMENT:

- 1.) Begin by answering all of those questions above using exciting, colorful verbs and adjectives.
- 2.) Decide the order in which you want to reveal the answers to the following questions. I suggest looking up some examples on You Tube to get an idea.
- 3.) Practice and time yourself! You will NOT BE ABLE to use your notes for this assignment.

You can also include answers to the following questions in your one-minute pitch.

- Begin by revealing how you came up with the idea. (You can make this up since we're using a movie already in existence.)
- Leave the buyer in suspense.
- Finish your description with a logline and movie title.

Most importantly, act excited! If you're not pumped about your movie, how can expect anyone else to be?

**WHOEVER DOES THE BEST JOB PITCHING
WILL WIN A VERY SPECIAL PRIZE!**

RUBRIC

| | 10 | 8 | 6 | 4 |
|--------------------|--|--|---|--|
| Confidence | Speaker exudes energy and confidence. Stands up tall, uses gestures, engages audience fully. | Speaker reflects energy and good confidence. Engages audience moderately. | Speaker presents but needs more energy and confidence. Needs more gestures. | Speaker seems unsure of himself/herself. Missing gestures. |
| Preparation | Speaker has all info memorized and delivers with ease. Pacing is great. Speaker delivers info in a reasonable order. | Speaker mostly has all info memorized and delivers with ease. Pacing is good. Speaker delivers info in a reasonable order. | Speaker hesitates. Speaker includes all info, but it might be out of order. | Speaker is forgetting information. Speaker hesitates, uses vocal pauses, looks down. |
| Delivery | Speaker uses highs and lows in voice, emotion, smiles, etc. Speaker scans whole room when talking. | Speaker mostly uses highs and lows in voice, emotion, smiles, etc. Speaker scans whole room when talking. | Speaker gives all information but needs to be more engaging. | Speaker is monotone. |
| Timing | Speaker speaks at a reasonable pace and the pitch lasts 45 seconds to 1 minute. | Speaker speaks at a reasonable pace but goes over or under by 10 seconds. | Speaker is too slow or too fast. Timing is off. | Speaker is over or under by 30 seconds or more |

The Speaker hits on the following during the pitch (10 pts each)

| | | |
|---|---|--|
| <p>Characters: Speaker mentions protagonist, goal, antagonist, goal and physical and emotional characteristics of these people</p> | <p>Genre/Samples: Speaker mentions similar concepts and names the genre of this film</p> | <p>Conflict/Story: Speaker mentions main conflict of movie and describes how main characters make strides to overcome conflict. Story overview.</p> |
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SCORE: _____/70

Notes: