

The Project Pitch

TSOF 2003

A pitch is a method used to introduce and share your movie project plan.

The pitch should be organized by the production team and be a convincing overview and a prerequisite to the production proceeding.

The pitch could be part of a formal presentation, and include a concept chart presented to peers or to teacher.

The pitch requires feedback and evaluation before the movie production takes place.

Production Title	
Brief Project Summary What is your project about?	
Why You Are Undertaking The Project?	
The Message Key message, point or idea	
Brief Outline How the story unfolds, or how it is told	

The Audience Define the target group	
The Production Team Members of the team Key roles of team members	
The Timeline Key times and dates	
The Equipment List of equipment needed	
The Approval Written authorization, comments, thoughts	