



# DEVELOPMENT SESSIONS

## PRODUCING 5/6

# PITCHING

# **What will we cover today?**

- i. **What is a Pitch Deck?**
  - ii. **Who needs to make a pitch deck?**
- iii. **What to Include in a Pitch Deck from the perspective of a funder?**
- iv. **What to include in a Pitch Deck from the perspective of creative collaboration?**
- v. **Why design and visual choices are important in developing a pitch?**
  - vi. **Why develop a project in the first place?**



# What is a Pitch Deck?

A document used by producers and directors to showcase their film idea in a professional format. Telling the people with money/ collaborators why they should invest in this project and with you as individuals.

Sometimes you might hear the term – Bible – this is a similar document made for TV that outlines a series, has the details of characters, episodes, frameworks, and how they will develop over time. This is often used as reference as the series progresses, and sometimes added to. **Coronation Street is a great example.**

# The Format:

Pitch decks and TV Bibles can be huge documents that are between 20-100 pages or even more. They are as detailed as the filmmakers want to make them, and like any piece of film or TV they should be to the point and effective.

Don't write a 100 pages because you think it will be understood more if 50 of them repeat the same points.

Examples:

[https://vip.graphics/film-tv-pitch-deck-examples/?srsId=AfmBOoolXYV1kvLtS3SRts6S\\_sBgklkoFu1OPcx98\\_rCpr5xlDx63Fg\\_](https://vip.graphics/film-tv-pitch-deck-examples/?srsId=AfmBOoolXYV1kvLtS3SRts6S_sBgklkoFu1OPcx98_rCpr5xlDx63Fg_)

# Who Needs to Make one?

A Pitch Deck is a Creative document, but it is a tool for sales, so it falls between the Lead Producer and Director, or in the case of TV, the Show Creator.

It should get across the style and tone of the show, whilst proving why it needs to be made. Including details from both perspectives.

I would let the lead producer first develop it, and have the director contribute with their vision once attached. It can be used by the producer to attach a director in some cases.

# What to Include for Funders:

When it comes to funders like the BFI, they always ask for a pitch deck to be included and expect it to include key things:

- A Summary of the Idea.
- A Director's Statement.
- A Producer's Statement.
- A Vision – Why this story must be told today, it's place in current Culture, and what makes the subject new/impactful.
- Moodboards, influences, what will this look like.
- A bit about the team and why they are the ones to help you bring it to life.
- If there's something particularly challenging from a production POV, what it is, and how are you going to solve that problem.

**Activity:** If you have an idea or are producing something at the minute, write a producers statement for that project. If not try write one for a film/tv show you like.

# What is a Producer Statement

It's the WHY of your role.

Why this project? Why are you telling it? Why does it have to be you to make it happen? And for public funders why it will improve you as a filmmaker?

This project should be your baby, and you have to prove that without doubt you need to look after it. If you don't feel that passionately about a project, then maybe you're not the one to make it. When developing ideas/ finding collaborators really think about how this could be our creative outlet for the next year or more, does that make you excited or not?

**Activity:** If you have an idea or are producing something at the minute, write a producer's statement for that project. If not try write one for a film/tv show you like.

## **Activity:** Solve this problem on paper...

You want to film a scene on a motorway, what do you tell the funder in your pitch deck to make them believe this is possible on your budget?



# What to Include for Collaboration:

Unlike funders collaborators may want to see different things as part of the pitch deck.

- Departmentally what is unique about the approach, or what may the collaborator latch onto that is something they can learn. From a sound POV, they can get more excited about creating a fun soundscape, than a conventional conversational piece.
- Perhaps location ideas or areas you want to film in, is this somewhere they haven't filmed before but would love to. **Church on Why.**
- What the general schedule is looking like, have you got any dates for pre-postproduction, and is that something they can do.
- If the script or filmmakers have won anything/done anything previously.

# Why Design is Important?

Although a producer isn't expected to be a master of graphic design, receiving a pitch deck that doesn't look good screams a lack of effort and is a red flag for investment.

It's easy to think that the content will get you the money, but this is a visual art form, people want to see and feel how it will look on screen so designing a deck around the script's themes/genres/style is an easy and effective way to get across what you want to say without a word being read.

# Some Easy Tips:

Have a mixture of visuals and text but focus more on images. People want to be able to read and get the point of the story fast.

Use negative space where you can, don't worry about having open spaces, it helps with the flow when reading.

Use striking images and text choices that fit the tone of the film.

**Mini Masterclass:** Using Illustrator, how to make something look better.

**Activity:** Have a go at designing the synopsis page of an idea. Using an existing piece of media try hit the tone, but don't use any footage from that show/film. Only things that could be obtained before filming.



# Why do you want to do this project?

**The Bubble of influence art and history has on inspiration.**

What are you really interested in. What do you want?