

ENGL 28600 Final Project: Movie Pitch

Assignment Description

In lieu of a final exam, students will give small-group presentations similar to what the film industry refers to as a pitch deck. These presentations should be organized into a legible, aesthetically pleasing slide deck and should showcase groups' creativity and filmmaking prowess by pitching an original film of a chosen genre. For the purposes of this assignment, you may choose from the Western, Romantic Comedy, Drama, Action/Adventure, or Horror genres (or a combination of two of these genres).

Your presentation should last 15 minutes and include the following elements:

- **Synopsis:** Begin by providing the title of your film as well as a compelling synopsis. Outline the plot, main characters, and central conflict that will drive the story forward.
- **Casting:** Choose actors to portray the key roles in your film. Explain why you believe they are appropriate choices for the characters and how their performances will elevate the movie. For the sake of time, feel free to focus on major characters.
- **Key Filmic Techniques:** Describe two filmic techniques you plan to employ to engage the audience and convey your story through form. Explain how these techniques will contribute to the film's visual and emotional impacts.
- **Genre:** Articulate how your film engages with the genre constraints of your chosen classification. No matter which genre you choose, explain how your film rehearses or deviates from the conventions and expectations of that genre.
- **Movie Poster:** Create a poster that you would use to advertise your film. Your poster should feature a tagline that will attract audiences. The visual elements of the poster (color palette, font design, etc.) should reflect the genre conventions you want to emulate as well as the overall tone of the film. I recommend using Canva or the Adobe Creative Suite to create the poster. You will be expected to explain your design choices during your presentation.

Remember, this project is an opportunity to showcase your originality, storytelling abilities, and understanding of filmmaking techniques. Be creative and thoughtful in your approach.

Assessment

This assignment is worth 100 points and is worth 30% of students' final grades. Members of each group will receive the same score outside of extenuating circumstances (e.g. a member does not show up for group meetings, does not contribute their designated work load, etc.).

Content (75 points)

Synopsis (15 points): Presentation begins by introducing the title of the original film and by offering a compelling synopsis of the plot, including main characters and the central conflict.

Casting (15 points): Presentation casts actors to portray the key roles in the original film and explains why these actors are appropriate choices for the characters.

Key Filmic Techniques (15 points): Presentation describes two important techniques that would be used in the film (either throughout or during pivotal moments) to engage the audience and convey the story through form. It is clear how these techniques contribute to the film's visual and emotional impacts.

Genre (15 points): Presentation articulates how the original film engages with the genre constraints of its classification.

Movie Poster (15 points): Presentation includes a poster (featuring a tagline) that will be used to advertise the original film. The posters' visual elements (color palette, font design, etc.) should reflect the desired genre conventions and overall tone of the film.

Style (25 points)

Delivery (15 points): Group's presentation style follows standard practices for public speaking, including speaking clearly and engaging with the crowd confidently through eye contact and body language.

Materials (10 points): Presentation materials are legible, aesthetically pleasing, and contribute to the presentation's content.

Grading Scale

100–97 = A+, 96–94 = A, 93–90 = A-, 89–87 = B+, 86–84 = B, 83–80 = B-, 79–77 = C+, 76–74 = C, 73–70 = C-, 69–67 = D+, 66–64 = D, 63–60 = D-, 59% or below = F