

ABOUT

(adapted from Screen Australia's Pitch Template)

Title:

Length & Format:

(duration; how many parts)

Style & Content:

(e.g. observational comedy; archival doco; animation doco; re-enacted doco with intercut interviews)

Who/what is the main character/protagonist or issue?

(give us a couple of adjectives too!)

What problem or objective do they want/need or set out for?

How do they intend to do this and what's at stake?

Why should the audience care?

THE TEAM

Director:

Producer:

Director of Photography (DOP):

Camera Operator:

Sound:

Editor:

Animator:

Impact Producer:

RESEARCH

What other documentary films have already been made about your issue and how will yours be different?

What existing research and evidence will help inform your story?

(scholarly articles; media etc)

What additional research will you conduct to inform your story?

(interviews; experiments/testing)

DISTRIBUTION

Who is your audience?

(age; common attributions; behaviours of your audience applicable to the film)

How will they see your film?

(social media; youtube; vimeo; school screening; school website)

How will you let them know/encourage them to watch your film?

(i.e. what are your marketing tactics?)

EQUIPMENT

(Check out the equipment checklist in the handbook)

Cameras:

Audio/mics/headphones:

Tripod:

Lighting:

Laptop/PC:

Editing software:

How are you transferring footage from camera to the edit?

Release Forms:

SOCIAL IMPACT

Describe the issue/s or activity that your film is addressing/exposing:

Why is it important that these issues are exposed to Australian society?

How have these issues already been addressed in the Australian media or society?

What is the positive change that you hope to make with your film?

What do you think the levers are to make a positive change on your issue?

Who/how many people do you need to see your film to make a positive change?

How will you track your impact?

(i.e. what will you measure and how? Post-film survey/any other evidence of a change on this issue?)

What additional materials will you make for your audience to act on your issue?

PARTNERS

What partners will you need to make your film and impact campaign and what is their role?

Are you engaging any advisers? And if so who and what is their role?

(these are people who are experts in your issue to check your research and generally help you stay on point)

TIMELINE

Pre-production:

Planning:

Research:

Learning technical stuff:

Equipment:

Production:

Shoot:

Travel:

Animation:

Post-production:

Editing:

Rough cut by:

Fine Cut by:

Testing with partners:

Audience Testing:

Final Cut:

STORY STRUCTURE

Beginning

Middle

End