

Note: This template has been created by Australian Production House to help turn your Film & TV projects into a pitch deck. Please feel free to duplicate pages and change layouts as needed. Be sure to think about and answer prompt questions in each section when describing your project.

Project Title

Engaging title photo or graphic here

Logline: A couple of concise sentences that summarise the screenplay.

Format | Genre | Duration

SYNOPSIS

Concisely explain the essence of the story. WHO, WHAT and HOW.

A synopsis should set out whose story it is (the protagonist), what their problem is, what they do about it and the outcome of the story.

Google examples of film / tv synopsis, in the genre of your project, to get an idea of how to go about writing one for your project.

This is the main pitch for your project, so try to keep it engaging and to one page.

Engaging photo or graphic here

CREATIVE VISION

For the Creative Vision, here are a series of questions you should think about and answer when explaining the project.

Why make this project?

What sets it apart?

Who is the audience?

What is the runtime, format and genre of the project?

If it's a series how many episodes, how many potential seasons.

What is the creative vision / where did the idea come from/ what keeps you invested in working on the project? What themes, ideas and challenges do you want the audience to experience when they watch the finished production?

What do they learn and how do they feel after it's finished?

How far along in development is the project?

Has a treatment, show bible or script been written?

Are spinoffs or sequels a likelihood?

Would it work if adapted to a different format such as Film > short series?

Why have you chosen the project being pitched in its current format?

Estimated / ballpark total budget? Look at the cost of similar shows if unsure.

Engaging photo or graphic here

CHARACTERS / CASTING

Cast photo or
graphic here

Cast photo or
graphic here

Name

A paragraph about each character.

- Who are the protagonists and antagonists?
- What are their defining characteristics?
- What is their character arc?
- Who would you like to play the role?

Cast photo or
graphic here

Cast photo or
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VISUAL REFERENCES

Engaging photos or graphics here

Place visuals that show how you imagine the project to look and feel.
Think about the cinematography, tone, location, costume and aesthetic of the project.

COMPARABLES

Poster photo or graphic here

Poster photo or graphic here

Poster photo or graphic here

Poster photo or graphic here

What Films and Movies have similar themes, style or tone to the project you're pitching?
Place their posters on this page and a blurb about any similarities they share to your project.

ATTACHMENTS

Photo or graphic
here

Name

Who is involved in making the project and what experience do they have.
List any relevant Projects or bio.

Imdb link

Photo or graphic
here

Name

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CREATIVE TEAM

Who are the creative team behind this project?

Please stipulate who owns the IP of the idea for the project and if the permission / rights have been acquired to produce it.

Engaging photo or graphic here

CONTACT

Contact details of the main person or people pitching the project.

Name

Phone Number

Email

Engaging photo or graphic here