

Documentary Pitch Evaluation

My ten minute Documentary pitch was on "The Pen is equivalent to the sword - A Portrait documentary on a swordsman".

All together the pitch was 10:55 seconds long. Throughout the pitch I think I was quite direct and confident in my idea and I was able to cover all bases and key terms within the pitch.

My main concern with my pitch was the budget because of how expensive this portrait documentary would be. However this pricing was mainly for insurance and health & safety cover which is quite key for a combat project like this. However I feel like I explained myself and explained my reasoning for this budget well enough to justify reasoning.

I wanted to keep my slides free of large amounts of writing to avoid having the interviewer glancing up and down. I only had small prompts for myself on the slides to help me cover all key points and details throughout the pitch without having lots of papers or flashcards in front of me. Because I didn't use lots of text on screen, I committed everything to memory which worked for me. However if i hadn't been clear and concise, it may have been confusing for the interviewer about some scheduling and budgeting. So in the future, I should accompany all my slides on schedule and budget with diagram photos and graphs to help show everything more visually, rather than me explaining through everything with text and numbers.

One of the only things my pitch was lacking was psychographics and demographics with my target audience slides. During my pitch creation and research I didn't fully understand what psychographics and demographics meant for a producer. I knew that they specified a group of people and interests but I didn't look deep enough to explain what groups my target audience was for. Looking back now, I don't think I understood what they actually meant, so in future I would want to research more about psychographics and demographics for my pitch presentation to give a clearer understanding on who this documentary is aimed at, and why.

During my presentation, I didn't really specify what style I want my documentary to be in. I gave rough terms such as rustic and educational, but nothing that would create a clear vision idea for how I want my documentary to look after all post and pre production. In future, I should spend more time looking at styles and ideas to present as inspiration for my pitch, rather than find images that relatively explain how I want to present my documentary in completion.