



VICIOUS & CO PRESENTS

FILM & TV
PITCH
DECKS

VICIOUSANDCO.COM

**OUR WEBSITE MAY
BE MORE
UP-TO-DATE
THAN THIS
PRESENTATION.**

**THIS GUIDE IS LARGELY
GEARED TOWARD
SCRIPTED FILM & TV**

BUT...SOME SECTIONS MAY APPLY TO OTHER FILM/TV FORMATS

**IF YOU'RE LOOKING FOR ADVICE ON
DOCUMENTARIES, UNSCRIPTED TV, GAME SHOWS
OR ANYTHING ELSE.
PLEASE REACH OUT!**

VICIOUSANDCO.COM

Film and TV Pitch Decks

TODAY'S WEBINAR FORMAT

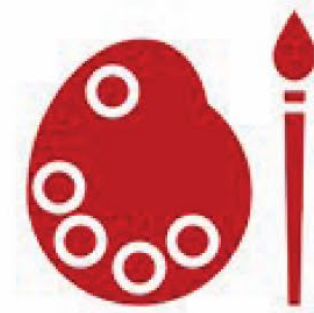
1. Pitch Deck Basics
3. What to include/structure
2. Writing
3. Images & Visuals
4. Specific Pages
5. Sample Deck Walkthrough

Luke Sharp

VICIOUS & CO



**Writing &
Consultation**



**Graphic
Design**

I develop decks for features, TV series, reality, animation, competition shows, and documentaries.

EVERY DECK IS DIFFERENT!

VICIOUSANDCO.COM



WARNING

- This is all general advice.
- **ALWAYS** seek out advice from your rep, agent, producer, etc. on the best approach for your project.





WARNING

- **Story trumps everything!**
- **A deck is worthless if you can't get it in the hands of the "right" people.**
- **Don't send unsolicited material. EVER!**



QUESTIONS THAT DIDN'T FIT ELSEWHERE

1. How do you create a budget?

Seek out a Line Producer. Budgets are their thing.

2. Do people do deck review services?

Not that I know. Ask friends, colleagues, etc.

3. Do you HAVE to have a deck?

NO.

4. How do you get to pitch projects?

Practice your craft. Build a network. Work on getting things made (writing, producing, directing, etc).

5. Can I use images from other shows/movies?

YES!!!

QUESTIONS THAT DIDN'T FIT ELSEWHERE

6. Can I Include artwork?

Yes, include sketches, stills, storyboards, etc.

7. Are there famous show decks available online?

Not many. We've referenced some on our website [HERE](#).

8. Should I develop a deck before my script?

Personally, NO. Story is more important. Perfect that.

9. How detailed does your design need to be?

Enough to CLEARLY get your idea across.

10. Is a deck a leave behind?

It can be a leave behind after a meeting or something you send to interested parties.



WHAT IS A PITCH DECK?

A document used to **CLEARLY** show your film or TV project to interested parties.

- **PART VISUAL / PART TEXT.**
- **USED TO PIQUE INTEREST IN THE PROJECT.**
- **INCLUDES ESSENTIAL DETAILS.**
- **THERE ARE NO RULES!**



**PITCH DECKS DON'T SELL
PROJECTS**

**PITCH DECKS HELP GET
INTEREST IN PROJECTS**

**GREAT SCRIPTS,
INTERESTING STORIES
AND A STRONG TEAM
SELL PROJECTS**

IF I JUST...

“IF I JUST...” IS AN IMPORTANT IDEA I BELIEVE PEOPLE NEED TO UNDERSTAND.

IT'S IDEAS IN THE VEIN OF:

- IF I JUST **HAVE A PITCH DECK** I WILL BE ABLE TO SELL MY SCRIPT.
- IF I JUST **TAKE THIS CLASS** I'LL SUDDENLY WRITE THE SCRIPT I'VE ALWAYS WANTED.
- IF I JUST **WIN THIS SCREENWRITING COMPETITION** I WILL GET A REP.
- IF I JUST **GET A REP** THEY'LL GET ME STAFFED.
- IF I JUST **PAY TO PITCH THIS PRODUCER** THEY'LL BUY MY SCRIPT.

NONE OF THESE ARE TRUE!

IF I JUST...

"IF I JUST" IS AN ILLUSION. IT'S A CYCLE OF THINKING THERE'S A QUICK AND EASY WAY TO BE SUCCESSFUL (THERE ISN'T).

BUILD A CAREER SLOWLY BY DOING THE WORK!

INCORRECT - IF I JUST MAKE A PITCH DECK I WILL BE ABLE TO SELL MY MOVIE.

CORRECT - IF I ~~JUST~~ WORK MY WAY UP IN THE FILM INDUSTRY, BUILD A NETWORK OF PEOPLE, HONE MY CRAFT, I ~~WILL~~ MIGHT BE ABLE TO BUILD A CAREER.

DO I NEED A DECK?

- THERE IS NO RULE THAT SAYS YOU "HAVE" TO HAVE A DECK.
- YOU "NEED" A DECK WHEN YOU HAVE A PLACE AND PEOPLE TO SEND IT TO.
- IF YOU DON'T CURRENTLY HAVE A SPECIFIC PURPOSE YOU NEED A DECK FOR THEN PLEASE **DON'T PAY A DESIGNER.**
- IN THE MEANTIME PRACTICE BUILDING DECKS BECAUSE **IT'S A VALUABLE SKILL SET.**



MY THOUGHTS ON DECKS

- **THIS IS MARKETING/BRANDING**

Present your ideas in a sellable and enticing way. As creatives, we often don't think about how to market ourselves or material. It's why reps help "sell" our ideas. You need to try and see this from an outsiders perspective.

- **ARE OUTSIDERS SEEING THIS AS YOU DO?**

Does the deck achieve its purpose of showing the reader your vision? A lot of the time what you're showing is not what others are seeing. Ask friends questions to understand if it's clear what you're saying.

- **TONE, TONE, TONE!**

Does your deck "feel" the way your film should? #2 problem I see in decks is decks that don't tonally resemble what the show should be.



NAME CONFUSION

SOME PEOPLE WILL REFER TO ALL THE THINGS BELOW AS A PITCH DECK.

THEY ARE 5 DIFFERENT THINGS (BUT SIMILAR).

- **PITCH DECK**

A part visual, part text summary of your project (the thing we're talking about).

- **PITCH PRESENTATION**

An almost entirely visual presentation used "in the room" or over a video pitch.

- **TV SERIES BIBLE**

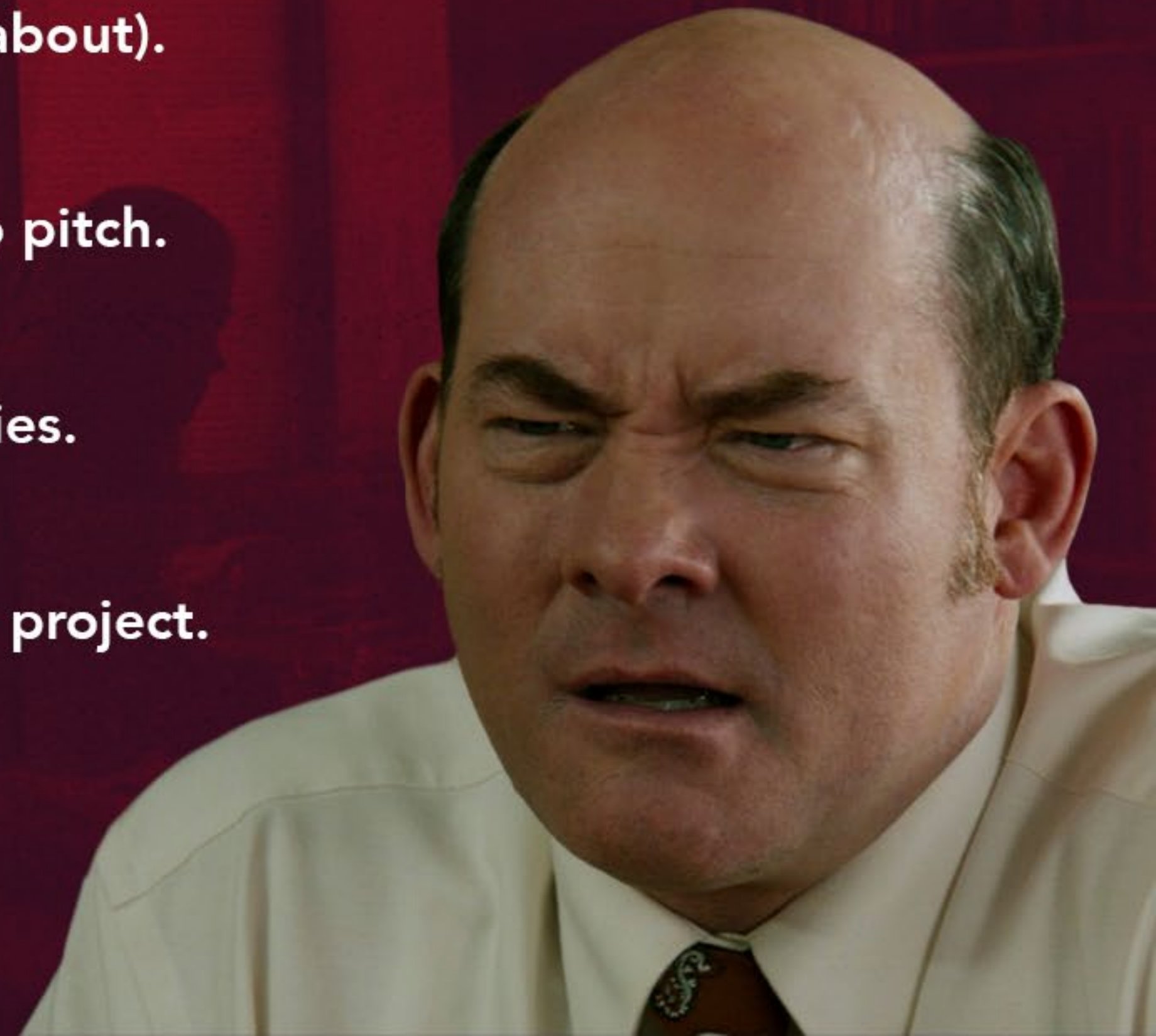
A (mostly) written summary that outlines "everything" about your TV series.

- **LOOKBOOK**

A mostly visual doc used by a director (or other) to show their vision of a project.

- **TREATMENT / VISUAL TREATMENT**

Similar to a lookbook but used more commonly used in the advertising world to pitch a vision for a project.





DIFFERENT PURPOSES

Your purpose changes what you should include.

Possible reasons you might need a deck:

- **PITCHING TO A PRODUCTION COMPANY, ETC.**
- **PITCHING TO INVESTORS / GRANTS**
- **ATTACHING TALENT & TEAM**
- **PRE SCRIPT READ**



THERE ARE NO "RULES" FOR PITCH DECK STRUCTURE!

Ask your reps!

Every person/company I work with has their own approach & preferences.

ADJUST FOR YOUR PURPOSES

EXAMPLES

Pitching a TV Series:

Include episodes summaries/ideas

Indie feature looking for funding:

Include a budget summary & investment details.

SECTIONS EVERY DECK SHOULD HAVE

Cover

Logline / Premise

Format & Genre

Synopsis / Story

Contact Information



SECTIONS AN INDIE FEATURE DECK CAN HAVE

DEFINITELY INCLUDED	Cover Logline / Premise Format & Genre Synopsis / Story Contact Information
USUALLY INCLUDED	Characters (with any attached actors) The World Tone/Style Team Bios
POSSIBLY INCLUDED	Team Statements Comparables Investment / Financing Budget (typically topline/key numbers/rebates/etc.) Locations/ Schedule (in terms of rebates, costs, etc.) Hook Page / Pitch Script Excerpts



SECTIONS A TV SERIES DECK CAN HAVE

DEFINITELY INCLUDED	Cover Logline / Premise Format & Genre Synopsis / Story Contact Information
USUALLY INCLUDED	Characters Pilot Summary Season 1 episode summaries Future seasons The World / Locations Tone/Style The Team
POSSIBLY INCLUDED	Themes Comparables Team Statements Hook / Pitch Page



SAMPLE DECK FORMATS

Remember, there's no specific format or page order. Adjust for what makes sense. Adjust according to where it is going and what you are pitching. **ASK YOUR REPS!**

ANIMATED KID'S SERIES

- Looking for development
 - Going out through agent(s)
-

1. Cover
2. About/Format
3. Why This Matters
4. Origins of series
5. Characters
6. Characters
7. Episode Ideas
8. Reviews
9. The Market
10. Merchandising
11. Writer's bio
12. Contact

TRUE STORY FEATURE - MINI DECK

- 1 of shortest decks I've done
 - Known event of interest
 - Prod Co attaching talent
 - Basically an extended 1-sheet
-

1. Cover / Format
2. Story
3. In The Media
4. Comparables
5. Why Make This?
6. Contact

DRAMA TV SERIES

- Some talent attached
 - Looking for development
 - Going out through agent(s)
-

1. Cover
2. Introduction / Set Up
3. Logline / Format
4. Synopsis
5. Tone / Visuals
6. The World
7. Comparables
- 8/9/10. Characters
11. Pilot
- 12/13. Episodes pt 1&2
14. Future Seasons
15. The Team
16. Statement
17. Contact

SAMPLE DECK FORMATS

Remember, there's no specific format or page order. Adjust for what makes sense. Adjust according to where it is going and what you are pitching. **ASK YOUR REPS!**

INDEPENDENT FEATURE

- Established team
 - Production company with some previous success
 - Looking for investors
-

1. Cover
2. Logline/Format
3. Synopsis
4. Characters
5. Characters
7. Tone & Style
8. Team Bios
9. Team Bios
10. Investment
11. Statements
12. Contact

INDEPENDENT FEATURE

- Story & Character approach
 - Director & Producer with previous success
 - Attaching talent + financing
-

1. Cover / Format
2. Logline
3. Character (attached actor)
- 4/5/6. Characters
- 7/8. Story pt 1 (set up)
8. Story pt 2 (progression)
9. Story pt 3 (twist but not the ending)
10. Tone & Style
11. Visuals / The Look
12. Representation & Current Market
13. Team Bio/s
14. Statement
15. Contact

INDEPENDENT FEATURE

- Lead talent attached
 - Going out thru Prod Co
 - Based on Book IP.
-

1. Cover
2. Hook Page
3. Logline / Format
4. Synopsis
5. Character 1 (attached actor)
- 6/7. Characters 2/3/4/5
8. Comparables
9. Tone & Style
10. Visuals
11. Director (attached)
12. Producer #1
13. Author / Books success
14. Rest of Team
15. Contact / About Prod Co



**THE #1 PROBLEM
IN DECKS IS THE
WRITING,
NOT THE DESIGN.**

COMMON MISTAKES

- TOO MUCH TEXT OR WAFFLING TEXT
- MISSING INFORMATION
- INFORMATION IN THE WRONG SECTIONS/ORDER
- NOT STARTING STRONG



**I ADVISE A
MAXIMUM OF**

2000 WORDS

PER PAGE.

**THIS ISN'T GOSPEL AND EVEN I BREAK THIS RULE BUT IT HELPS LET PAGES
BREATHE AND NOT LOOK DAUNTING WITH WALLS OF TEXT.**

**THIS WILL NOT APPLY TO PAGES LIKE TEAM BIOS AND EPISODE SUMMARIES
WHICH ARE INFORMATIONAL PAGES MORE THAN ANYTHING.**



YOUR DECK IS A WRITING SAMPLE

- **IS YOUR COPY POORLY WRITTEN?**
What does that possibly say about your script?
- **IS THERE A VOICE?**
You can be playful, unique, give it your voice.
- **YOUR DECK IS STRUCTURE**
Your deck should flow the way a story would — it should feel natural and progressive.
- **LEARN TO SUMMARIZE**
Broad strokes, overall story.
What are the vital details?
What piques interest?



START WITH YOUR TEXT

- **WRITE YOUR DECK FROM START TO FINISH (WITHOUT VISUALS)**
Edit, cut, trim, rewrite.
Cut it to the minimal amount you need to get info across.
The text itself should be engaging, not just informational.
- **READ IT!**
Does it make sense?
Is everything in the correct order?
- **READ AND EDIT AGAIN!**
And again if you have to.
- **HAVE SOMEONE ELSE READ IT**
Don't tell them anything before hand.
Get their feedback.
What makes sense? What doesn't?
- **REWRITE / RE-READ / REPEAT!**



SUMMARY

- **I WOULD ALSO CALL THIS SYNOPSIS, STORY, ETC.**
- **THESE ARE THE MOST OVERWRITTEN PAGES.**
- **IT IS NOT A STEP-BY-STEP WALKTHROUGH OF YOUR SCRIPT.**
It's NOT, 'A' happens, then 'B' happens, then 'C' happens, etc.
- **MY TYPICAL APPROACH TO WRITING A SYNOPSIS (FOR FILM PITCH DECK)**
 - **Setup (characters/world/inciting incident).**
 - **Summary of act 2 (obstacles/wins/broad strokes)**
 - **Don't give away the ending (most of the time)**

SYNOPSIS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Rhoncus urna neque viverra justo nec ultrices dui sapien. Egestas egestas fringilla phasellus faucibus scelerisque eleifend donec. Et ligula ullamcorper malesuada proin libero nunc consequat. Urna nunc id cursus metus aliquam eleifend mi in nulla. Augue neque gravida in fermentum et sollicitudin ac.

Adipiscing tristique risus nec feugiat in fermentum posuere. Turpis in eu mi bibendum neque egestas congue quisque egestas. Ut lectus arcu bibendum at varius. Id venenatis a condimentum vitae sapien pellentesque habitant morbi tristique. Eu mi bibendum neque egestas congue quisque egestas diam. At lectus urna duis convallis convallis tellus id. Vitae elementum curabitur vitae nunc sed velit dignissim sodales ut. Magna eget est lorem ipsum dolor sit amet consectetur adipiscing.

Vel facilisis volutpat est velit. Ullamcorper dignissim cras tincidunt lobortis feugiat vivamus. Duis at consectetur lorem donec massa. Pharetra diam sit amet nisl. Dignissim convallis aenean et tortor at risus. Id venenatis a condimentum vitae sapien pellentesque habitant morbi tristique. Eu mi bibendum neque egestas congue quisque egestas diam.

**182 WORDS.
THE PAGE HAS SPACE
AND THE TEXT IS SHORT**

**350 WORDS.
DON'T DO THIS.**

SYNOPSIS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Rhoncus urna neque viverra justo nec ultrices dui sapien. Egestas egestas fringilla phasellus faucibus scelerisque eleifend donec. Et ligula ullamcorper malesuada proin libero nunc consequat. Urna nunc id cursus metus aliquam eleifend mi in nulla. Augue neque gravida in fermentum et sollicitudin.

Adipiscing tristique risus nec feugiat in fermentum posuere. Turpis in eu mi bibendum neque egestas congue quisque egestas. Ut lectus arcu bibendum at varius. Id venenatis a condimentum vitae sapien pellentesque habitant morbi tristique. Eu mi bibendum neque egestas congue quisque egestas diam. At lectus urna dui convallis convallis tellus id. Vitae elementum curabitur vitae nunc sed velit dignissim sodales ut. Magna eget est lorem ipsum dolor sit amet consectetur adipiscing. Vel facilisis volutpat est velit. Ullamcorper dignissim cras tincidunt lobortis feugiat vivamus. Duis at consectetur lorem donec massa. Pharetra diam sit amet nisl. Dignissim convallis aenean et tortor at risus. Id venenatis a condimentum vitae sapien pellentesque habitant morbi tristique. Eu mi bibendum neque egestas congue quisque egestas diam.

Adipiscing tristique risus nec feugiat in fermentum posuere. Turpis in eu mi bibendum neque egestas congue quisque egestas. Ut lectus arcu bibendum at varius. Id venenatis a condimentum vitae sapien pellentesque habitant morbi tristique. Eu mi bibendum neque egestas congue quisque egestas diam. At lectus urna dui convallis convallis tellus id. Vitae elementum curabitur vitae nunc sed velit dignissim sodales ut. Magna eget est lorem ipsum dolor sit amet consectetur adipiscing.

Vel facilisis volutpat est velit. Ullamcorper dignissim cras tincidunt lobortis feugiat vivamus. Duis at consectetur lorem donec massa. Pharetra diam sit amet nisl. Dignissim convallis aenean et tortor at risus. Id venenatis a condimentum vitae sapien pellentesque habitant morbi tristique. Eu mi bibendum neque egestas congue quisque egestas diam. Vel facilisis volutpat est velit. Ullamcorper dignissim cras tincidunt lobortis feugiat vivamus. Duis at consectetur lorem donec massa. Pharetra diam sit amet nisl. Dignissim convallis aenean et tortor at risus. Id venenatis a condimentum vitae sapien pellentesque habitant morbi tristique. Eu mi bibendum neque egestas congue quisque egestas diam.



**A TAGLINE/
HOOK DRAWS
US IN.**

**SLIDESHOW
LOOKBOOK BY
ORIGINAL
WRITER'S OF
A QUIET PLACE.**

**VISUALS SET UP
THE TONE AND
SCRIPT EXCERPTS
REVEALED STORY
ELEMENTS.**

**EVEN BEFORE THE
FILM WAS MADE
THE VISION WAS
SO STRONG.
THESE IMAGES
ARE SO CLOSE TO
WHAT WOULD BE
THE FINAL FILM.**



STRANGER THINGS

- **THE DECK ESTABLISHES TONE.**

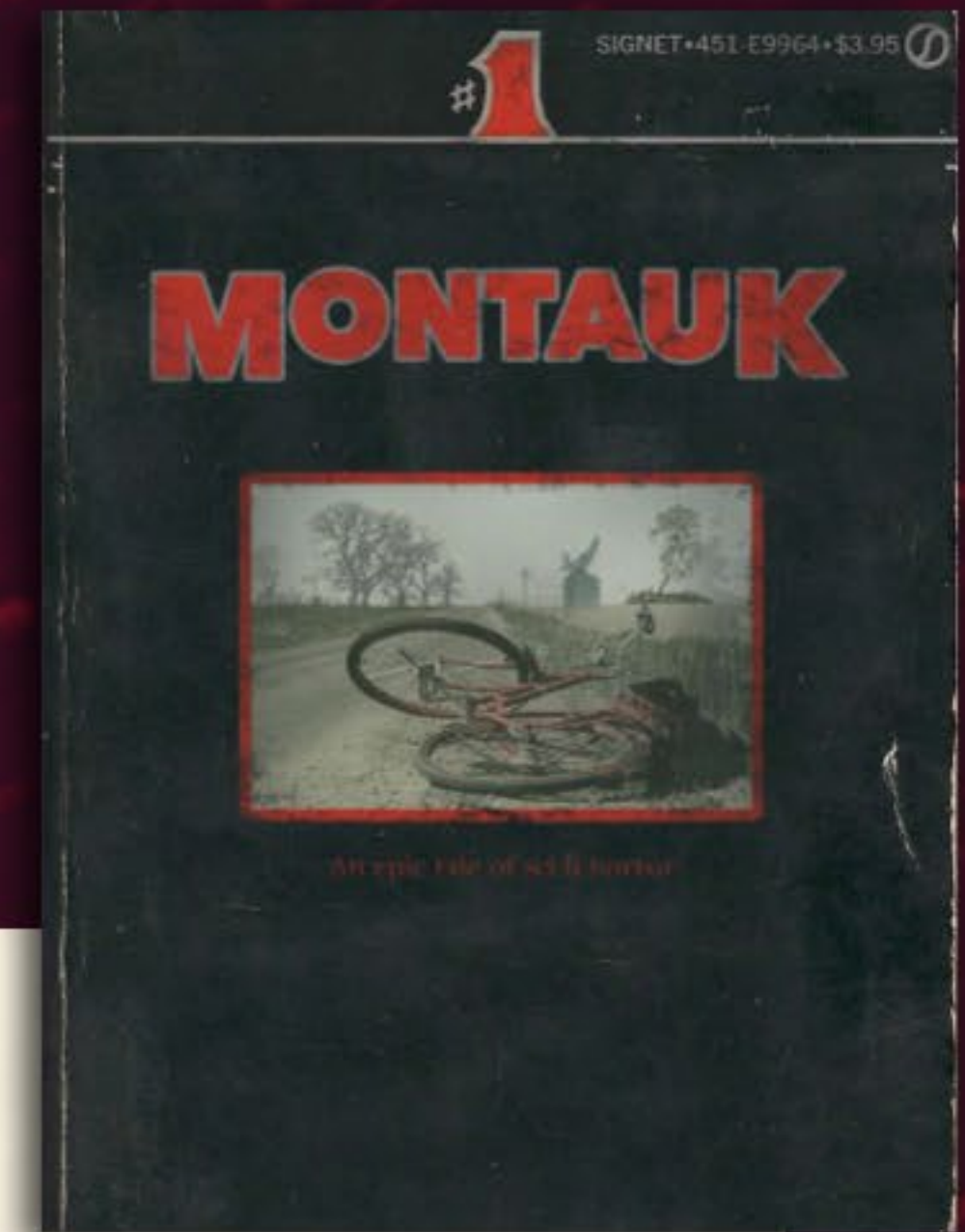
They used the highly stylized 80's paperback as the backbone of their whole pitch deck. It worked for their project. You can find something just as unique for yours.

- **THE TEXT GIVES CLEAR INFO.**

It defines itself and what it is immediately. 1980s / supernatural / E.T. Jaws / Poltergeist / Stand By Me / A Love Letter Spielberg and King.

- **THIS IS ESSENTIAL INFO TO LEARN AT THE START**

You would read the rest of the deck differently if you weren't presented with this info first. Think about that in relation to your project. Is there vital info that would change a reader's perception of the rest of the deck?



INTRODUCTION

Montauk is an eight-hour sci-fi horror epic.

Set in Long Island in 1980 and inspired by the supernatural classics of that era, we explore the crossroads where the ordinary meets the extraordinary.

The feeling of fear and wonder as Elliot approaches a fog-drenched shed in E.T.... the helpless dread that consumes Chief Brody as he watches a boy and his raft dragged under the water by an unseen monster in Jaws... the crackling television in Poltergeist... the horror of a cackling clown in It... the friendship and adventure of Stand By Me...

Emotional, cinematic, and rooted in character, Montauk is a love letter to the golden age of Steven Spielberg and Stephen King -- a marriage of human drama and supernatural fear.

FREAKS AND GEEKS

- **THIS IS TAKEN FROM THE SERIES BIBLE,** not a pitch deck but the introduction still feels very much on point.
- **IT NAILS THE FEELING AND TONE STRAIGHT OUT OF THE GATE.** It's the anti-all-these-other-shows-show.
- **IT ADDRESSES THE READER AND POSES QUESTIONS.** This engages the audience, it makes them start to ponder, to want to know more.
- **THE WRITING HAS A PLAYFULNESS TO IT.** Tone doesn't just come from visuals, its in the writing too. Don't make the writing boring.

"FREAKS AND GEEKS"

The Series Bible

"Dawson's Creek."

"Party of Five."

"Beverly Hills 90210."

Did any of us really know people like that in high school?

Did any of us ever look like that in high school?

Did any of us ever have those problems in high school?



ROCKET DOG

PAGE 1



AN INTRIGUING AND ABSURD PREMISE IS PUT FORWARD.

PAGE 2



WE GET FUN IMAGES AND TEXT, WITH A UNIQUE WRITTEN TONE (PLUS THE SHOW'S FORMAT).

The Basics

Programs:

Canva, Powerpoint, Google Slides, Keynote, InDesign, Photoshop.

*Photoshop/InDesign will allow for more intricate designs. Other programs are easier to use.

Page dimensions: 16:9 aspect ratio

I typically use at least 1920x1080 pixels (or higher)

I prefer this as it is the same dimension as most computer screens but 2:3 or portrait is also used.

WHICH IMAGES TO PICK?

- **HIGH QUALITY**
- **IMAGES THAT MATCH YOUR PROJECT'S TONE**
Eg: pick horror for horror, drama for drama, etc.
- **IMAGES THAT MATCH TEXT**
- **CONSISTENT LIGHTING / CONTRAST AND SPACING FOR TEXT**
if placing text over images.



High Quality Image



Low Quality Image





FINDING IMAGES

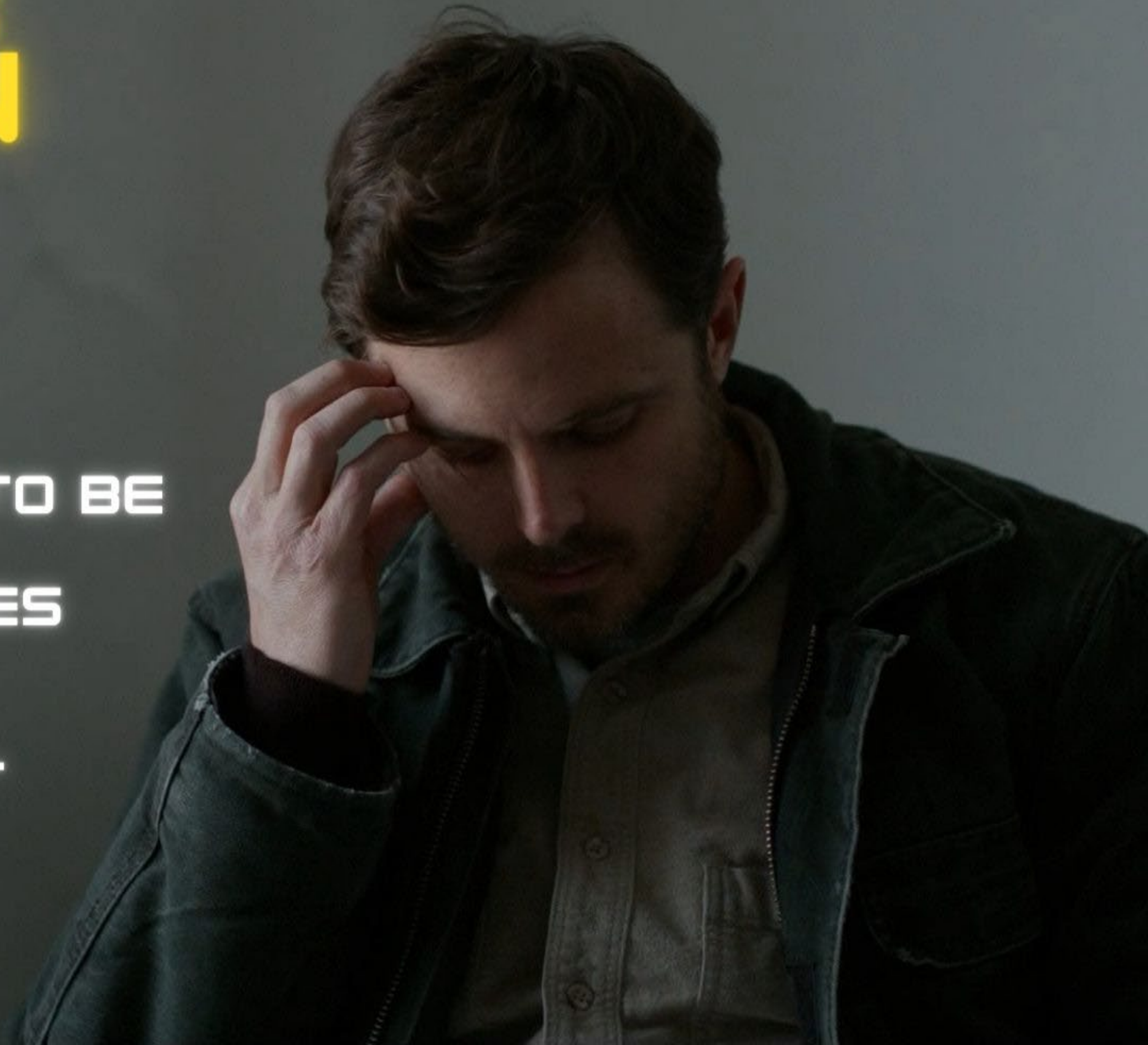
CANVA AND CREATING YOUR OWN DECKS



A large portion of the rest of this presentation was made in Canva. The goal was to keep it simple for all!

DON'T MAKE IT HARD ON YOURSELF

- KEEP IT SIMPLE
- IF YOU AREN'T A DESIGNER, DON'T TRY TO BE
- DON'T OVERCROWD PAGES WITH TOO MUCH TEXT
- ESTABLISH A LOGICAL INFORMATION FLOW



A woman's face is shown in a close-up, looking upwards with a surprised expression. The scene is dimly lit with a strong blue hue, and the background is filled with numerous small, bright white specks, resembling a starry night sky or a futuristic space environment. The lighting is consistent across the scene, highlighting the woman's features against the dark background.

**GOOD IMAGE
BECAUSE THE
THERE IS SPACING
FOR TEXT AND THE
LIGHTING IS
CONSISTENT**

SYNOPSIS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Rhoncus urna neque viverra justo nec ultrices dui sapien. Egestas egestas fringilla phasellus faucibus scelerisque eleifend donec. Et ligula ullamcorper malesuada proin libero nunc consequat. Urna nunc id cursus metus aliquam eleifend mi in nulla. Augue neque gravida in fermentum et sollicitudin ac.

Adipiscing tristique risus nec feugiat in fermentum posuere. Turpis in eu mi bibendum neque egestas congue quisque egestas. Ut lectus arcu bibendum at varius. Id venenatis a condimentum vitae sapien pellentesque habitant morbi tristique. Eu mi bibendum neque egestas congue quisque egestas diam. At lectus urna dui convallis convallis tellus id. Vitae elementum curabitur vitae nunc sed velit dignissim sodales ut. Magna eget est lorem ipsum dolor sit amet consectetur adipiscing.

Vel facilisis volutpat est velit. Ullamcorper dignissim cras tincidunt lobortis feugiat vivamus. Duis at consectetur lorem donec massa. Pharetra diam sit amet nisl. Dignissim convallis aenean et tortor at risus. Id venenatis a condimentum vitae sapien pellentesque habitant morbi tristique. Eu mi bibendum neque egestas congue quisque egestas diam.



**BAD IMAGE
BECAUSE THE
LIGHT SOURCE IS
BRIGHT LIKE
OUR TEXT**

SYNOPSIS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Rhoncus urna neque viverra justo nec ultrices dui sapien. Egestas egestas fringilla phasellus faucibus scelerisque eleifend donec. Et ligula ullamcorper malesuada proin libero nunc consequat. Urna nunc id cursus metus aliquam eleifend mi in nulla. Augue neque gravida in fermentum et sollicitudin ac.

Adipiscing tristique risus nec feugiat in fermentum posuere. Turpis in eu mi bibendum neque egestas congue quisque egestas. Ut lectus arcu bibendum at varius. Id venenatis a condimentum vitae sapien pellentesque habitant morbi tristique. Eu mi bibendum neque egestas congue quisque egestas diam. At lectus urna duis convallis convallis tellus id. Vitae elementum curabitur vitae nunc sed velit dignissim sodales ut. Magna eget est lorem ipsum dolor sit amet consectetur adipiscing.

Vel facilisis volutpat est velit. Ullamcorper dignissim cras tincidunt lobortis feugiat vivamus. Duis at consectetur lorem donec massa. Pharetra diam sit amet nisl. Dignissim convallis aenean et tortor at risus. Id venenatis a condimentum vitae sapien pellentesque habitant morbi tristique. Eu mi bibendum neque egestas congue quisque egestas diam.

**BAD IMAGE
BECAUSE OF
FREQUENTLY
CHANGING
DARK/LIGHT
AREAS**

SYNOPSIS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Rhoncus urna neque viverra justo nec ultrices dui sapien. Egestas egestas fringilla phasellus faucibus scelerisque eleifend donec. Et ligula ullamcorper malesuada proin libero nunc consequat. Urna nunc id cursus metus aliquam eleifend mi in nulla. Augue neque gravida in fermentum et sollicitudin ac.

Adipiscing tristique risus nec feugiat in fermentum posuere. Turpis in eu mi bibendum neque egestas congue quisque egestas. Ut lectus arcu bibendum at varius. Id venenatis a condimentum vitae sapien pellentesque habitant morbi tristique. Eu mi bibendum neque egestas congue quisque egestas diam. At lectus urna dui convallis convallis tellus id. Vitae elementum curabitur vitae nunc sed velit dignissim sodales ut. Magna eget est lorem ipsum dolor sit amet consectetur adipiscing.

Vel facilisis volutpat est velit. Ullamcorper dignissim cras tincidunt lobortis feugiat vivamus. Duis at consectetur lorem donec massa. Pharetra diam sit amet nisl. Dignissim convallis aenean et tortor at risus. Id venenatis a condimentum vitae sapien pellentesque habitant morbi tristique. Eu mi bibendum neque egestas congue quisque egestas diam.

A young girl with long, wavy blonde hair is looking slightly to the right. A squirrel is perched on top of her head, looking forward. The background is a blurred green and brown, suggesting an outdoor setting with foliage.

**A SOLID
BACKGROUND
HELPS MAKE
TEXT EASILY
READABLE**

SYNOPSIS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Rhoncus urna neque viverra justo nec ultrices dui sapien. Egestas egestas fringilla phasellus faucibus scelerisque eleifend donec. Et ligula ullamcorper malesuada proin libero nunc consequat. Urna nunc id cursus metus aliquam eleifend mi in nulla. Augue neque gravida in fermentum et sollicitudin ac.

Adipiscing tristique risus nec feugiat in fermentum posuere. Turpis in eu mi bibendum neque egestas congue quisque egestas. Ut lectus arcu bibendum at varius. Id venenatis a condimentum vitae sapien pellentesque habitant morbi tristique. Eu mi bibendum neque egestas congue quisque egestas diam. At lectus urna dui convallis convallis tellus id. Vitae elementum curabitur vitae nunc sed velit dignissim sodales ut. Magna eget est lorem ipsum dolor sit amet consectetur adipiscing.

Vel facilisis volutpat est velit. Ullamcorper dignissim cras tincidunt lobortis feugiat vivamus. Duis at consectetur lorem donec massa. Pharetra diam sit amet nisl. Dignissim convallis aenean et tortor at risus. Id venenatis a condimentum vitae sapien pellentesque habitant morbi tristique. Eu mi bibendum neque egestas congue quisque egestas diam.

COLORS AND READABLE TEXT

DON'T

PUT DARK TEXT ON
DARK BACKGROUNDS.



DON'T

PUT LIGHT TEXT ON
LIGHT BACKGROUNDS.



DON'T

USE COLORS THAT ARE TOO
CLOSE TO THE BACKGROUND



COLORS AND READABLE TEXT

DO

PUT LIGHT TEXT ON DARK BACKGROUNDS.

**LOREM IPSUM
DOLOR SIT
AMET,
CONSECTETU
R ADIPISCING
ELIT**



DO

PUT DARK TEXT ON LIGHT BACKGROUNDS.

**LOREM IPSUM
DOLOR SIT
AMET,
CONSECTETU
R ADIPISCING
ELIT**



DO

USE COLORS THAT ARE NOT PRESENT IN THE BACKGROUND

**LOREM IPSUM
DOLOR SIT
AMET,
CONSECTETU
R ADIPISCING
ELIT**





COVERS

**KEEP IT SIMPLE
ESTABLISH TONE**

FEATURE PITCH

THE END
OF ROCK
N ROLL



SKATE
FOR
YOUR
LIFE

DOCUMENTARY
PITCH DECK



SIMPLE CANVA POSTERS

ALL AMERICAN?

A 4 PART POLITICAL
DOCUMENTARY



**MY ONLY
WAR**

FEATURE FILM PITCH DECK





PHOTOSHOPPED POSTERS



DON'T DO THIS.
Wrong image tone
low quality



LOGLINE

A family trip to a cabin in the woods turns to chaos after discovering it is haunted by the ghosts of thousand year old witches, who they must outwit if they're going to make it out



LOGLINE

A family trip to a cabin in the woods turns to chaos after discovering that it's haunted by thousand-year-old witches who they must outwit if they're going to make it out alive.

**STONE
MATCHES
STORY**

LOGLINE

An aerial attack leaves a lone soldier separated from his unit and he must travel through enemy territory in order to find his way back to his fellow countrymen.

Match your images to your text, with elements of character, story, etc.

CHARACTERS

- **LIST YOUR CHARACTERS IN ORDER OF IMPORTANCE.**
- **KEEP YOUR TEXT CLEAR AND CONCISE.**
We need to understand who they are, what they want and what the conflict is.
- **GIVE SOME CHARACTERS THEIR OWN PAGE AND SOME SPLIT PAGES.**
- **VERY MINOR CHARACTERS EITHER:
(A) DON'T NEED TO BE IN THE DECK OR
(B) CAN ALL BE ON ONE PAGE.**



CHARACTERS

- **THINK CHARACTER FIRST AND CASTING SECOND (IN MOST SCENARIOS).**

It's far more important to understand **who** the character is (what their vibe is, what energy they give off, etc).

- **INCLUDE ATTACHED CAST**

If you have actors attached then include them. Mention that they are attached.

- **APPROACHING SPECIFIC ACTOR/S**

If you are going out to a particular actor for 'x' role it may make sense to place a picture of them in that role. (consult your reps for how to proceed in every scenario).

- **CASTING WISHLIST / CASTING STYLE**

If you are going with "casting style" or "cast wishlist", check with your reps about where the deck is going first. (is there a good/bad existing relationship with 'X' actor).



CHARACTERS

EVEN WITHOUT TEXT THE LOOK OF EACH OF THE PEOPLE BELOW REVEALS ELEMENTS OF THEIR CHARACTER

Utilize this in your own deck. Choose character images that showcase your characters' characteristics, job, and personalities.



KEEP IT SIMPLE

The following 2 pages feature:

- 1) A highly designed version of a character page.
- 2) A simplified version of the same character.

**Remember, if you aren't a designer,
don't try to be!!!**

A SILENT SWORD STRIKES THE DEADLIEST

KNIGHTS OF ASS KICKERY
KICKING ASS, TAKING NAMES

**PRETEND
FEATURE FILM /
96 WORDS**

HAITAO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.

Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



HAITAO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.

Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



ACTOR NAME AS CHARACTER

Vel facilisis volutpat est velit. Ullamcorper dignissim cras tincidunt lobortis feugiat vivamus. Duis at consectetur lorem donec massa. Pharetra diam sit amet nisl. Dignissim convallis aenean et tortor at risus. Id venenatis a condimentum vitae sapien pellentesque habitant morbi tristique. Eu mi bibendum neque egestas congue quisque egestas diam. Vel facilisis volutpat est velit. Ullamcorper dignissim cras tincidunt lobortis feugiat vivamus. Duis at consectetur lorem donec massa. Pharetra diam sit amet nisl.

Credits include: Adipiscing tristique risus nec feugiat in fermentum posuere. Turpis in eu mi bibendum neque egestas congue quisque egestas adipiscing tristique risus.

POSTER
FOR
PREVIOUS
FILM

POSTER
FOR
PREVIOUS
FILM

POSTER
FOR
PREVIOUS
FILM

POSTER
FOR
PREVIOUS
FILM

86 WORDS
FEATURE FILM
ATTACHED ACTOR

CHARACTER NAME

170 WORDS
TV SERIES LEAD
ATTACHED ACTOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lacus sed viverra tellus in hac habitasse platea. A iaculis at erat pellentesque adipiscing. Sed cras ornare arcu dui vivamus arcu felis. Mauris commodo quis imperdiet massa tincidunt nunc pulvinar sapien. Rhoncus est pellentesque elit ullamcorper dignissim cras tincidunt lobortis. Pellentesque habitant morbi tristique senectus et netus et malesuada.

Pretium viverra suspendisse potenti nullam ac tortor vitae purus faucibus. Et netus et malesuada fames ac turpis egestas. Nec nam aliquam sem et tortor. Curabitur vitae nunc sed velit. At auctor urna nunc id. Sit amet nulla facilisi morbi tempus iaculis urna. Tellus molestie nunc non blandit massa enim. Lacus laoreet non curabitur gravida arcu ac.

Vulputate mi sit amet mauris commodo. Malesuada fames ac turpis egestas maecenas pharetra convallis. Netus et malesuada fames ac turpis. Vitae et leo dui ut diam quam nulla. Imperdiet massa tincidunt nunc pulvinar sapien et ligula ullamcorper. Ut venenatis tellus in metus vulputate eu scelerisque. Sodales ut etiam sit amet nisl purus in mollis nunc.

SUMMARY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



TONE / STYLE

- **BE SPECIFIC ABOUT WHY AND HOW IT WILL EVOKE A CERTAIN TONE.**
- **USE VISUALS THAT REFERENCE YOUR TALKING POINTS.**
- **THINK OF HOW YOU'D DESCRIBE THE TONE OF OTHER PROJECTS.**
- **CLARIFY ANY SUBGENRE WHERE APPROPRIATE**
Horror: Slasher, Comedy Horror, Suspense, Body Horror, etc.
Comedy: Sitcom, Dramedy, Dark Comedy, Rom Com, etc.



COMPARABLE TITLES

- COMPS FOR SIMILAR BUDGET / POSSIBLE SUCCESS.
- COMPS FOR GENRE / TONE.
- THIS MEETS THIS APPROACH.





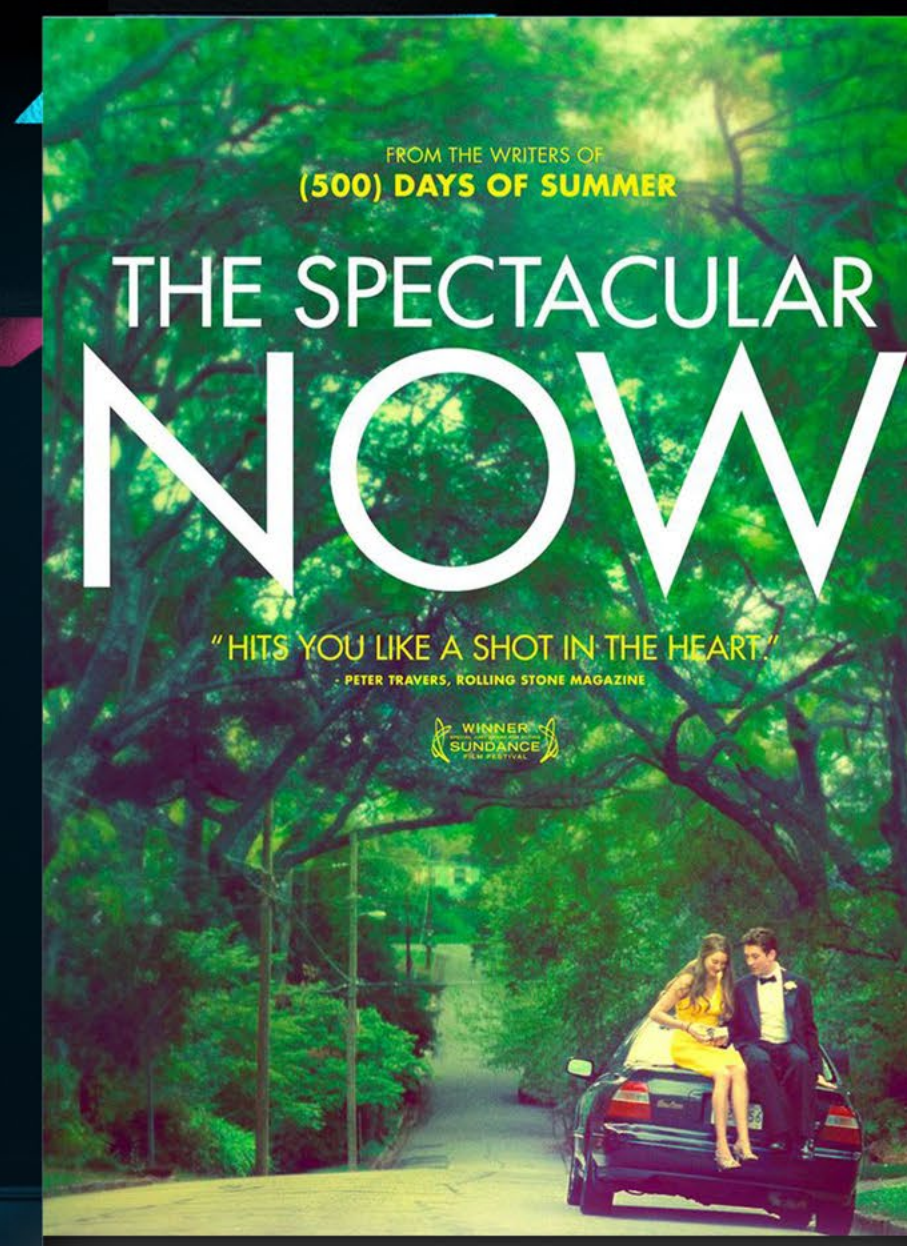
BUDGET - \$5M
WWG - \$26M



BUDGET - \$5M
WWG - \$56M



BUDGET - \$2.5M
WWG - \$36M



BUDGET - \$2.5M
WWG - \$7M

COMPARABLES

COMPARABLE

6'4"

6'4"

6'2"

6'2"

6'0"

6'0"

5'8"

5'8"

5'6"

5'6"

5'4"

5'4"

5'2"

5'2"

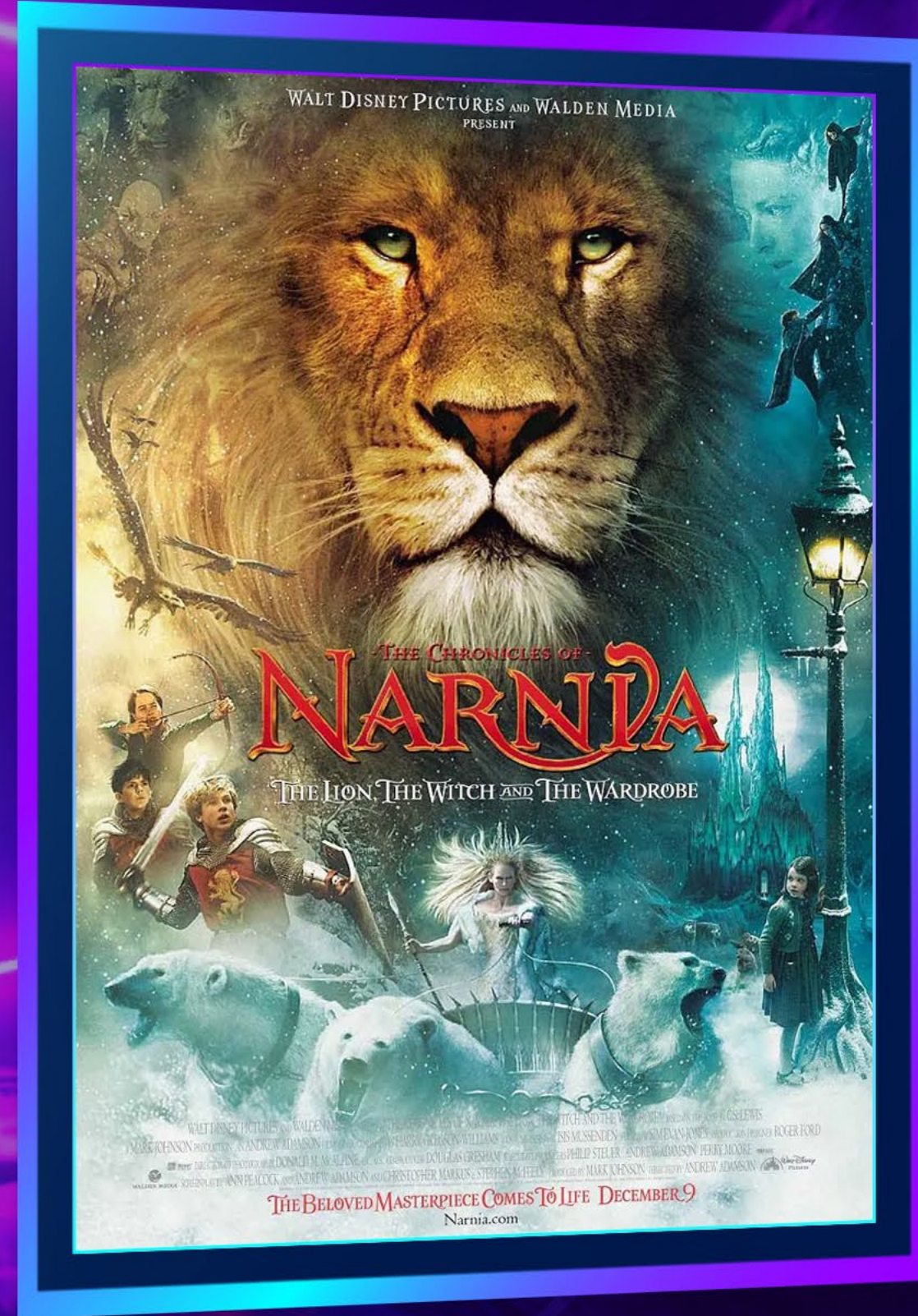
5'0"

5'0"





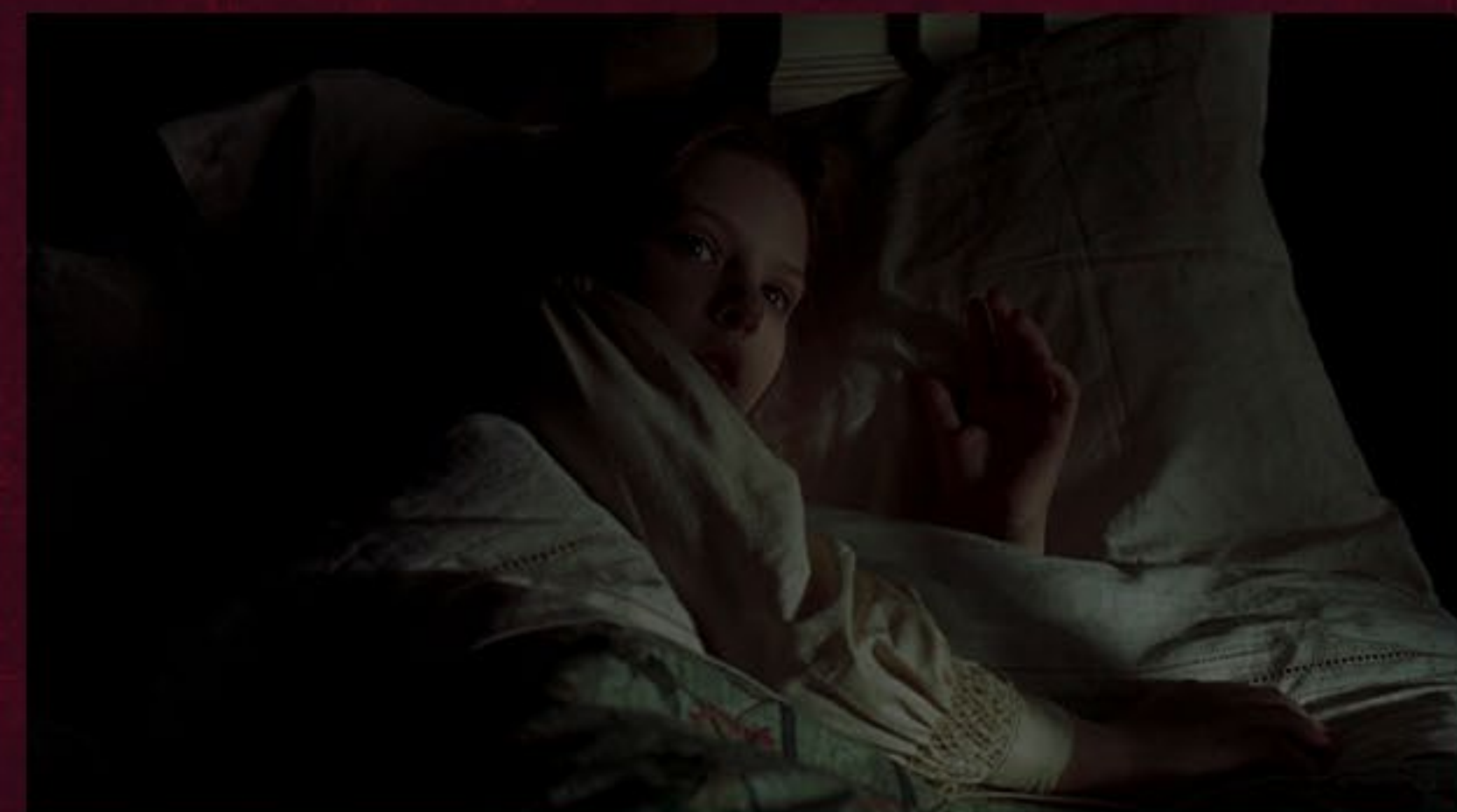
MEETS



THE DIGITAL WORLDS OF
TRON LEGACY AND **READY PLAYER ONE**
MEET THE MAGICAL WONDERMENT OF
NARNIA AND **HARRY POTTER**

VISUALS / MOOD PAGES

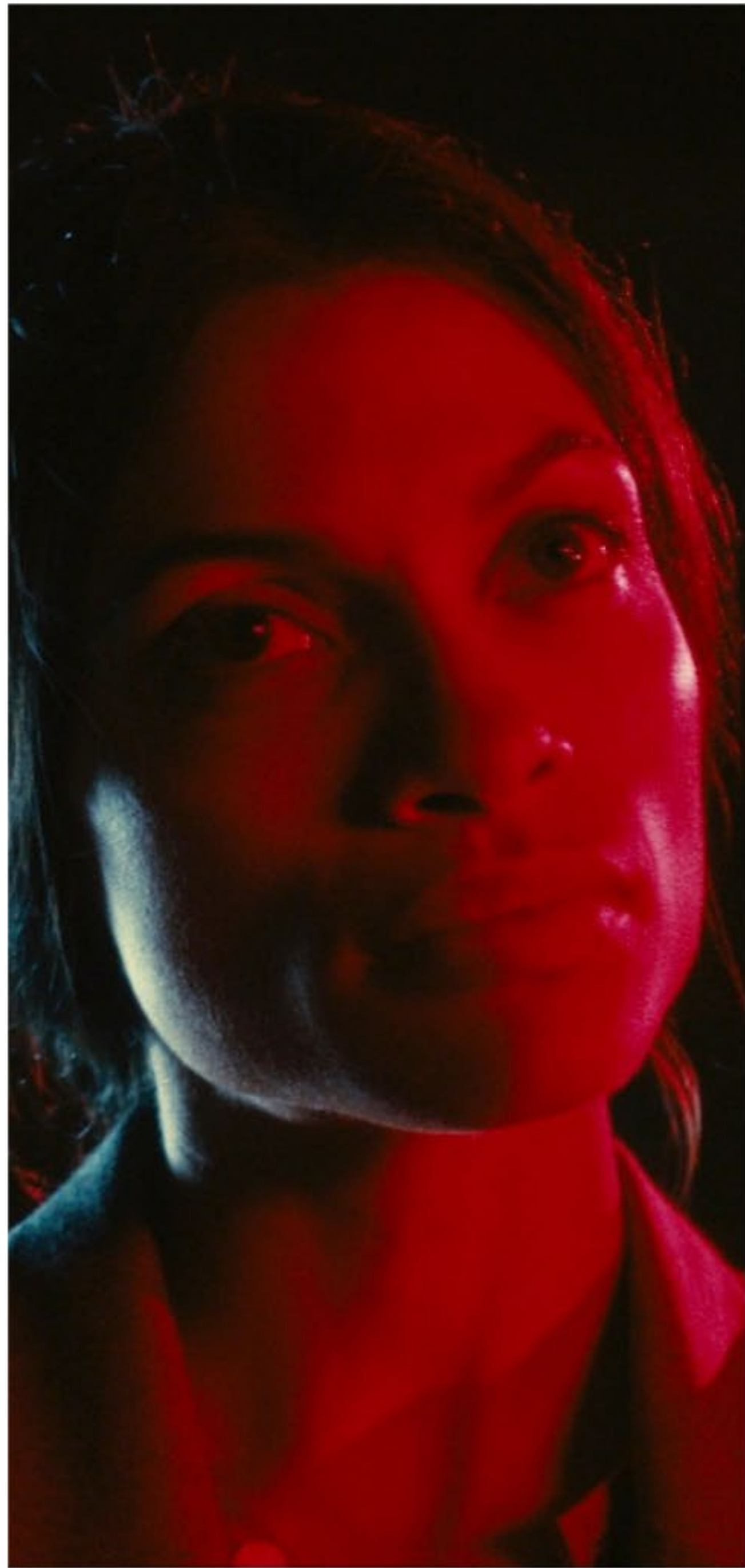
- DON'T USE TOO MANY IMAGES.
- TRY TO USE SIMILAR "FEELING" IMAGES THAT ESTABLISH AN OVERALL PAGE "VIBE."





MOOD







TEAM PAGES

- **INCLUDE SHORT BIOS AND NOTEWORTHY EXPERIENCE/AWARDS.**
- **THE PEOPLE YOU ATTACH TO YOUR PROJECT CARRY A LOT OF VALUE.**
- **THINGS OF NOTE TO POSSIBLY HIGHLIGHT:**
 - Competitions/festivals placement.
 - Written/Directed/Produced short films.
 - Graduated from film school.
 - Anything else of note.





**NAME
NAME**

SCREENWRITER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



**NAME
NAME**

PRODUCER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



**NAME
NAME**

PRODUCER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

POSTER
(FILM CREDIT,
ETC)

POSTER
(FILM CREDIT,
ETC)

POSTER
(FILM CREDIT,
ETC)

POSTER
(FILM CREDIT,
ETC)

POSTER
(FILM CREDIT,
ETC)

POSTER
(FILM CREDIT,
ETC)

POSTER
(FILM CREDIT,
ETC)

POSTER
(FILM CREDIT,
ETC)

POSTER
(FILM CREDIT,
ETC)

PRODUCTION TEAM



**NAME
NAME**
PRODUCER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate



**NAME
NAME**
PRODUCER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate



OUR WEBSITE MAY BE
MORE UP TO DATE
THAN THIS PRESENTATION.
CLICK HERE TO GO THERE!

VICIOUS&CO



VICIOUSANDCO.COM