

Subject card

Subject name and code	The Development of Audiovisual Project and the Art of Pitching, PG_00166675						
Field of study	Audiovisual Production						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Subject group related to practical vocational preparation		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		3.0		
Learning profile	practical		Assessment form		exam		
Conducting unit	Division of Audiovisual Production -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Piotr Kurpiewski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		43.0	75
Subject objectives	The student acquires practical knowledge of audiovisual project development and learns the rules of pitchnoting. He develops self-presentation skills and the art of speaking. Student can prepare an effective pitching presentation.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[PFAL3_W06] He/she knows the sources and principles of financing audiovisual production.	Students know the principles of pitching, as a form of financing production audiovisual	[SW1] oral statement/ conversation/discussion
	[PFAL3_U08] Can prepare the initial stage of audiovisual production.	The student can prepare the initial stage of audiovisual production.	[SU1] oral statement/conversation/ discussion
	[PFAL3_U05] He/she has the ability to assess the value of an audiovisual project from a commercial point of view.	The student has the ability to assess the value of an audiovisual project from a commercial point of view, especially its destination for piching activities.	[SU2] presentation/project/paper/ report
	[PFAL3_U06] He/she has the ability to identify sources of financing for audiovisual production and effectively apply for financing.	The student has the ability to solicit funding for an audiovisual project through pitching.	[SU2] presentation/project/paper/ report
	[PFAL3_W07] He/she has knowledge of the initial stage of development of an audiovisual project	The student has knowledge of the initial stage of development of an audiovisual project	[SW1] oral statement/ conversation/discussion
	[PFAL3_K02] He/she is prepared to take an active part in the activities of institutions, organizations and social groups involved in audiovisual production.	The student is prepared to take an active part in institutions and organizations supporting the development of the art of pitching.	[SK1] oral statement/conversation/ discussion
Subject contents	Elements of audiovisual project development; what is pitching; construction of a pitching speech; issues in presentation technique; selection of material for presentation; mistakes in a speech; communication techniques.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in class	80.0%	30.0%
	final project -pitching presentation	51.0%	70.0%
Recommended reading	Basic literature	D. Eboch, K. Aguado, The Hollywood Pitching Bible, 3rd edition, CreativeSpace Independent 2018.	
		S. Moore, #100Pitches: Mistakes I've Made So You Don't Have To: The Film and Television Pitching Guide for Independent Content Creators, Create Space 2017.	
		L. Bjorn, R. Lennart, Techniki prezentacji. O sztuce przemawiania, angażowania i przekonywania, BL Info 2006.	
		L. Scher, Czy będzie z tego dobry film?, 2014.	
		B. Block, The Visual Story: Creating the Visual Structure of Film, TV, and Digital Media, London 2001.	
	Supplementary literature	Ch. Vogler, Writer's Journey. Mythic Structures for Writers, Los Angeles, 2004 .	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Elements of audiovisual project development; what is pitching; construction of a pitching speech; issues in presentation technique; selection of material for presentation; mistakes in a speech; communication techniques.		
Work placement	Not applicable		

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