

ENGL 149  
Spring 2015  
Instructor: Ben Bolling

### Pitching and Networking Assignment

While we discuss Blake Snyder’s *Save the Cat* in class, you will also read a Batman comic that we have not discussed this semester. Your selection may be a single-issue “floppy” or a collected graphic novel, but all texts **must** be comics. Any Batman-related property is fair game (i.e. *Batman*, *Detective Comics*, *Batgirl*, *Robin*, *Batwoman*, etc.).

For this assignment, you will reverse engineer a logline and an elevator pitch for the comic you read. Your logline should be pithy, precise, and memorable. Your elevator pitch—a two-minute-or-less sales pitch for the story told in your comic—should also be short but engaging. Together, the logline and elevator pitch should make your listener want to buy (or in this case READ) the comic you selected.

You should read your selected comic or graphic novel before class on **Tuesday, March 24**. We will develop and workshop your loglines in class on 3/24 and you will have the opportunity to develop and practice your elevator pitches in class on 3/26.

In class on **Tuesday, March 31**, you will present your logline and pitch to your classmates and me. Following your elevator pitch, you will receive at least one question about the content of your presentation.

Note: you may find comics and graphic novels in UNC’s libraries, at a number of local comics shops, and via digital services such as Comixology (<https://www.comixology.com/>).

Your logline and pitch will be evaluated according to the following rubric:

Requirements	Points	Comments
<b>Logline is concise, precise, and engaging</b>	25	

<p><b>“Elevator pitch” is concise (less than two minutes long) and provides the following:</b></p> <ul style="list-style-type: none"> <li>• <b>A brief plot overview</b></li> <li>• <b>A target demographic (who is this text intended for?)</b></li> <li>• <b>A brief account of what makes this story exciting, important, or new</b></li> </ul>	25	
<p><b>Student presents pitch professionally, speaking clearly and confidently</b></p>	20	
<p><b>Student responds to questions about the pitch confidently and professionally</b></p>	10	
<p><b>Peer Review Score (Each member of the class will submit a score for your pitch and logline. The average score will constitute this component of your grade.)</b></p>	20	
<p><b>Total</b></p>	<b>100</b>	