

# THE PITCH PRESENTATION RUBRIC

## What *is* the Pitch Presentation?

This is a final project ending our Musical Theatre Unit. It is an “in role” presentation. Students/Groups will use their scene, song, character breakdown, show poster, set and costume designs, and storyboard to convince producers (their classmates) that they should receive millions of dollars to fully develop their new musical and put it on Broadway.

Students cannot use power points, read directly off a piece of paper, use their computers, or phones. Notecards are allowed. They are to create a persona for their group (i.e. a theatre company name where one student is a director, costume designer, marketing directing...etc.) There should be a natural flow in the presentation, and students can present their work in an order that best suits the musical. Presenters are expected to speak clearly, think outside of the box, dress and act professionally, and be “on” from the second they enter the room until the second they leave.

### Content to Include:

- ❑ SONG was presented clearly with assigned roles and characters were portrayed honestly and genuinely.
- ❑ SCENE was blocked and memorized. Use of props, costumes, and/or music helped clarify and enhance the scene.
  - ❑ Standard: Students demonstrate development of a character’s attitude and point of view using vocal choices and physicality to communicate ideas, moods, intentions, and/or feelings.
- ❑ CHARACTER BREAKDOWN was in professional formatting and shared during the pitch in a creative way.
- ❑ STORYBOARD was presented in a clear, thoughtful, and engaging way.
- ❑ SHOW POSTER reflected the themes, tone, and world of the show.
- ❑ TECHNICAL ELEMENTS: Costumes and Set were included in pitch presentation and helped producers see the world of the play.

## Creativity and Innovation in Presentation:

<b>5</b>	Presentation was organized, clear, engaging, and innovative. Student took risks and used creativity to think outside the box to convince producers to fund this show on Broadway!
<b>4</b>	Presentation was organized, clear, and engaging. Student used creativity to think outside the box to convince producers to fund this show on Broadway!
<b>3</b>	Presentation was organized and engaging. Two or three creative ideas were used to get producers to fund this show on Broadway.
<b>2</b>	Presentation lacked organization and creativity. Student struggled to think outside the box with their presentation skills.
<b>1</b>	Presentation lacked organization and creativity. Creativity was not used at all to pitch this show to Broadway producers.

## Diction and Volume:

<b>5</b>	Voice was loud and clear; words were easily understood. Student spoke with purpose and meaning.
<b>4</b>	Voice was loud and clear; words were easily understood.
<b>3</b>	Student spoke clearly, but was difficult to understand at times.
<b>2</b>	Voice and language was not very clear; student needed to be louder.
<b>1</b>	Could not understand the pitch due to unclear speech and low volume.