

## MAN 223 - CREATIVE PROJECT WRITING & PITCHING

**Lecturer:** Aytuna Tosunođlu ALIK, Ph.D., Communication Sciences  
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**Office Hours:** By appointment

**COURSE DESCRIPTION:** Storytelling is most powerful way to put ideas into the world today. The main objective of this course is to empower the future entrepreneurs in writing their own project stories. To equip students with necessary technical skills in script writing as well as creating synopsis with the aim to nurture new ideas, shape their visions and teach how to attract audience in concern.

### **COURSE OBJECTIVES:**

1. Introducing the basic concepts and theories of project script writing
2. Becoming familiar with creative thinking
3. Thinking multi-dimensional and designing accordingly
4. Embodying a thought or emotion as an object
5. Pitching techniques and application for projects

### **TEXT BOOKS**

Berger, J. (2007). *Ways of Seeing*. London: Penguin Classics. (PDF copy is available).  
Berger, J. (2011). *Grme Biimleri*. eviren: Yurdanur Salman. İstanbul: Metis Yayınları

### **REFERENCE BOOKS:**

Kakın, T. (2004) *Senaryo Yazma Tekniđi*. İstanbul: Papirs  
(only relevant sections will be studied)

Akyrek, F. (2004). *Bir Senaryo Yazarı Olmak*. İstanbul: MediaCat Yayınları

Campbell, J. (2008). *The Hero With A Thousand Faces*. New World Library Inc., California, USA

Chatman, S. (2008). *yk ve Sylem: Filmde ve Kurmacada Anlatı Yapısı*. eviren: zgr Yaren. Ankara: De Ki Basım Yayın

Elsbach, K. (2003). Pitch a Brilliant Idea. *Harvard Business Review*, Vol.117. No.17, pp 16-21

Farthing, S. (2012). *Sanatın Tm yks*. eviren: Gizem Aldođan, Firdevs Candil ulcu. İstanbul: Hayalperest Yayınevi

Foucault, M. (2005). *zne ve İktidar*. eviren: Işık Ergden. İstanbul: Ayrıntı Yayınları

Herskovitz, S. Et al (2010). The Essential Brand Persona:Storytelling and Branding, *Journal of Business Strategy*, Vol.31. No.3, pp 21-28

May, R. (2001). *Yaratma Cesareti*. eviren: Alper Oysal. İstanbul: Metis Yayınları

McKee, R. (1997). *Story*. New York, NY: Harper Collins Publishers

Oskay, Ü. (1982). *Walter Benjamin – Estetize Edilmiş Yaşam*. İstanbul: Derin Yayınları

Thompson, A.K. (2005). *Storytelling in the New Hollywood: Understanding Classical Narrative Technique*. Harvard University Press.

**COURSE REQUIREMENTS:** Your course grade will be determined as follows:

Homeworks:	30%
Final exam:	70%
Class participation:	Mandatory (+10 points are added to the Final Exam score - in case of full participation)

**CLASS SCHEDULE:**

Date	Topic
Week 1	Introduction to Course and Urge of Story Telling (History)
Week 2	The knowledge, talent and specifications of a “story” teller
Week 3	Critical View: Aesthetize (W.Benjamin, Faucault)
Week 4	Internal Structure and Narration Techniques – Storytelling
Week 5	Synopsis and script writing for pitching
Week 6	Team work on project synopsis (homeworks)
Week 7	Subject of Pitching – Student’s Ideas, brainstorming
Week 8	Interaction studies i.e. questionnaire/survey, brainstorming, team work
Week 9	Sequence of Pitching Deck
Week 10	Pitching Techniques: Poor Use of Visuals
Week 11	Pitching Techniques: Old/New and Body Language
Week 12	Preparing Self for the Pitching – Effectiveness and Common Mistakes on Slides
Week 13	Being empathetic and getting ready for Finals (Coping w/stage fright)
Week 14	<i>Please Note: There are only 13 weeks available for this course in this fall term</i>