

Video Production

▼ 1. General

▼ a. Production Title

• i.

▼ b. What do you want to tell your audience?

• i.

▼ c. Do you have any other goals in making this video?

• i.

▼ d. What are your budget constraints? Will you need financing?

• i.

▼ 2. Target Audience

▼ a. Demographics (occupation, age range, gender, education, income, etc)

• i.

▼ b. Target insight (who is the target and what do they care about?)

• i.

▼ c. Are there any taboos which should be avoided given this audience?

• i.

▼ 3. Production Treatment

▼ a. Describe the flow of the production

• i.

▼ b. Describe the style of the production

• i.

▼ c. What visual and graphical elements do you want to show?

• i.

▼ d. What locations will be used in the production?

• i.

▼ 4. Technical Specifics

▼ a. Final length

• i.

▼ b. Format (be specific)

• i.

▼ c. Broadcast?

• i.

▼ 5. Production Schedule

▼ a. Briefly describe a tentative schedule with milestones

• i.

▼ 6. Personnel (aside from talent)

▼ a. Who are you going to need to get started?

• i.

▼ b. Who do you see yourself needing in the near or far future?

• i.

▼ 7. Talent

▼ a. Are there certain actors you have in mind? If so, list them

• i.

▼ b. How do you plan to handle casting?

• i.

▼ c. SAG or non-SAG?

• i.

▼ 8. Props and Sets

▼ a. Who's in charge?

• i.

▼ b. What's needed?

• i.

▼ 9. Legal

▼ a. Do you have all the necessary permits and clearances? If not, list those that you will need to obtain

Are there any legal issues that may arise during this production?

Post-Production

Who is posting?

Edit system requirements

In-house editor or client editor?

Describe any necessary sound work

Soundtrack music clearance or original music?

Describe any necessary CG work

Describe any duplication requirements