



We Make You Look Good

Video Brief Checklist

Topic:

Intended Audience:

What is the audience's current attitude to/ knowledge of the topic?

Viewing Environment/ Method of Delivery (How will the video/CDROM get to them and in what situation will they watch it? How many in the audience at one time?):

What **ONE** main message do you want the audience to get? i.e What do you want them to know, feel, or do after watching the video?

What **THREE** main areas do you think should be covered to support/ illustrate this message?

What will this video convey or show that isn't being conveyed/shown using your current communication methods?

Any other issues that will affect the makeup of the video? Anything you don't want to see, or approach you don't want to use? Where will it be recorded?

This information is often enough to put a proposal and draft budget together from.
I hope it helps...

Steve King