CREATIVE BRIEF FOR VIDEO PRODUCTION

NAME OF PROJECT: (Insert title here)

ESTIMATED PRODUCTION TIME: (insert timeframe here)

Estimated due date for having projects wrapped associated with this project: (due day time range here)

**1/ WHAT ARE THE GOALS/ OBJECTIVES?**

*Here is where you can define the “What are we doing?” and “What will this Accomplish?” This is also for pitching the “big picture” for the project and what previous experience and/or projects relate to this current one.*

**2/ TARGET AUDIENCE**

*Who are we speaking to, and what do we know about them?*

**3/ WHAT IS THE MESSAGE/CALL TO ACTION?**

*What is the theme/message of this project? What action are you expecting your viewer  
to take after watching? Is there something else they can watch? Is there a place to visit to learn more about what the video touches on or related topics? Is there something they can do? Also, consider this: Why should they care? Is what you are saying worth their time?*

**4/ WHAT IS THE TONE? DO YOU HAVE VISUALS/EXAMPLES/INSPIRATION?**

*Tone creates the mood that your viewer will feel. Paired with the message, explain the tone of the project—will it be funny? Business casual? Serious? Educational / Informational? Another couple of important question to consider are* ***“What makes this uniquely Georgia State?” “Why is this special to Georgia State?”*** *Also, please share any visuals like a mood board, storyboard, or urls to examples/inspiration you are considering.*

**5/ HOW WILL YOU MEASURE SUCCESS?**

*What is your idea of success for the project? You can measure success a few ways such as seeing increased engagement in a particular area at the university, or seeing improved data of engagement via sites, view counts, recall, and visits.*

**6/ TIMELINES/DEADLINES**

*This is where we roughly sketch out the road ahead for the production. Here are some examples of deadlines for video production:*

* Pre-Production
  + First Script Draft \_\_\_\_\_\_\_\_\_\_\_
  + Revised Script \_\_\_\_\_\_\_\_\_\_\_
  + Storyboard (if applicable) \_\_\_\_\_\_\_\_\_\_\_
  + Casting \_\_\_\_\_\_\_\_\_\_\_
  + Location securing \_\_\_\_\_\_\_\_\_\_\_
* Production
  + Shooting Begins \_\_\_\_\_\_\_\_\_\_\_
  + Shooting Wraps \_\_\_\_\_\_\_\_\_\_\_
* Post-Production
  + Deliver First Cut \_\_\_\_\_\_\_\_\_\_\_
  + Deliver Final Cut \_\_\_\_\_\_\_\_\_\_\_
* Distribution Strategy
  + Where will this live? \_\_\_\_\_\_\_\_\_\_\_
  + When will it be promoted? \_\_\_\_\_\_\_\_\_\_\_

**7/ APPROVAL PROCESS**

*What key stakeholders will need to review this project for approval?*

**8/ NOTES/STRAY OBSERVATIONS**

*Here is an area where you can write down your own notes regarding the project. Is there something specific that needs to be addressed for this project? Are there any special permissions or sign-offs that need to get acquired prior to production?*

**9/ THINGS TO THINK ABOUT**

◻ Runtime—is this going to be a 15 second, 30 second, 1:30 minute piece. Long-form? Short-form?

◻ Opening hook that grabs

attention

◻ Optimized for mobile or various social platforms? (horizontal/square/vertical crops)

◻ Authenticity

◻ Audio/ Dialogue/ Captions

◻ \_\_\_\_\_\_\_\_\_\_\_\_\_\_

◻ \_\_\_\_\_\_\_\_\_\_\_\_\_\_