

Video Production Checklist

| | | | |
|-------------------------|--------------|---------------|---------------|
| Project Title | | | |
| Point of Contact | | Email | Phone: |
| Physical Address | | | |
| | City: | State: | Zip: |
| Billing Address | | | |
| | City: | State: | Zip: |

| Pre-production | Description | ASSIGNED | DONE |
|-----------------------------|--|-----------------|-------------|
| Think – Feel – Do Statement | How will your viewer use the knowledge to help them? What will they know? What is your emotional connection to the viewer? Do they know what to do next? | | |
| Audience Analysis | Imagine your viewer using your product/service. What do they look like? Who are they? What are their activities, interests, beliefs, and opinions? | | |
| Script | What will you say? What will you show? What graphics do you need? What type of music? | | |
| What type of video | Explainer – (describe) Testimonials – (list of questions) Instructional/Training – (skill – behavioral – educational) Commercial – (broadcast – cable – on-line) | | |
| Location(s) | Where will you record – office, home, studio? List all the recording locations. On-site contact people. – phone – email | | |
| Interviews/Testimonials | How many? Where? Same day or multiple days? When? Question you want to ask. | | |
| Talent | Who will be on camera – professional actors, friends, employees, family? Voiceover – Male, Female, multiple? Who? Description of Physical Characteristics. | | |
| Translation | Languages | | |
| Subtitling | Close or Open Caption | | |
| Special Equipment/Needs | Drone, props, food, transportation (moving people from one location to another) | | |
| Special Supplies | Do you need product to show? | | |
| Animation | Motion graphics, 2D, 3D | | |
| Graphics | Logo and treatment guide (how the logo can and cannot be used), Typefaces, Colors, (include what not to use) i.e. I don't like Serif fonts. Don't use any shade of blue... | | |
| Music | Yes/No. Type | | |
| Timeline | Production timeline (be realistic) | | |
| Approval Process | How many revisions are included? | | |
| Ownership | Raw footage, finished project, Work for Hire = client owns everything. | | |
| Storage of media | Will producer store? For how long? Cost of cloud storage? | | |