




TELL US ABOUT
YOUR JOB

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PROJECT OVERVIEW

WHAT IS THE BACKGROUND OF THIS PROJECT?



OBJECTIVE

WHAT ARE INTENDED RESULTS OF CREATING THIS MEDIA?



TARGET AUDIENCE

WHO ARE WE TALKING TO?



KEY MESSAGES

WHAT DO YOU WANT THE AUDIENCE TO TAKE AWAY FROM THE MEDIA?



TIMING

ARE THERE DEADLINES TO MEET? ARE PRODUCTION DATES FIRM?



OUTPUTS

HOW MANY AND HOW LONG ARE THE VIDEOS?
WHERE WILL EACH VIDEO BE USED?



pre-production

- script
- storyboard
- floorplan
- shootlist
- crew selection



production

- filming
- voice-over (V.O)



post-production

- editing
- special effects
- music
- final edit, grade, mix & master