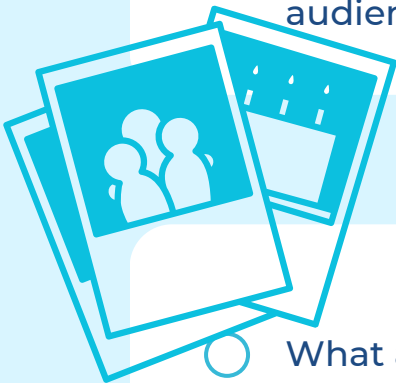


# CREATIVE BRIEF FOR VIDEO *Checklist*



## AUDIENCE

- Who is our primary audience? (relevant demographics)
- Where/how will they consume this video? (for example, mobile, desktop, rear or front projection at an event)
- What do they already know about this topic?
- What misinformation might they have?
- What do we want them to think? feel? do?
- What is the stylistic approach best suited to this audience? Examples? (within similar budget)



## ASSETS

- What are existing video, graphics, and photo assets?
- Is there a brand guide we need to follow for colors, logo use, and fonts?
- Who are the internal human resources who can contribute time/knowledge to this project? Who is the final decisionmaker?
- Who are the external experts we will need to contribute time/knowledge to this project?
- What are the budgetary resources for this project?



## MILESTONES



Script treatment due \_\_\_\_\_  
Concept boards due: \_\_\_\_\_  
Shooting script due: \_\_\_\_\_  
Shoot dates: \_\_\_\_\_  
Tagging, organizing & curating assets due: \_\_\_\_\_  
Editing script due: \_\_\_\_\_  
Roughcut due: \_\_\_\_\_  
Roughcut feedback due: \_\_\_\_\_  
Finecut due: \_\_\_\_\_  
Finecut feedback due: \_\_\_\_\_  
Picture locked cut due: \_\_\_\_\_  
Picture lock approval due: \_\_\_\_\_  
Sound mix due: \_\_\_\_\_  
Sound mix feedback due: \_\_\_\_\_  
Color grade pass due: \_\_\_\_\_  
Color grade feedback due: \_\_\_\_\_  
Approval captions due: \_\_\_\_\_  
Approval translations due: \_\_\_\_\_  
Approval audio description due: \_\_\_\_\_  
Adjusted translations, captions & AD due: \_\_\_\_\_  
Sound mixed & color graded master due: \_\_\_\_\_  
Captioned master and SRT files due: \_\_\_\_\_  
Audio described master due: \_\_\_\_\_  
Backup/Archiving completed by: \_\_\_\_\_

## DELIVERABLES

- Format #1 (for distribution, such as 1080p H.264) \_\_\_\_\_
- Format #2 (high res backup, such as ProRes 422) \_\_\_\_\_

