



FILLABLE WORKSHEET #1

NAME: _____

DATE: _____

PRE-PRODUCTION

Producer Name:

Social Cause:

Proposed Length of Video:

Team Members?

MESSAGING STRATEGY

Objective

What are you raising awareness about?

What do you stand for?

Target Audience

Who are you attempting to influence?

Call to Action

What is the ultimate and ideal end-behavior you would hope for?

PAPER SIGNS

Here's suggestions of what to write.

Feel free to create your own.

I'm Troubled By _____

I Envision _____

#iStandFor _____

LOCATION

Where will you be filming?

How many different locations?

SHOOT DATE(S)/TIME(S)

When exactly will you be shooting?

How many people are involved in front and behind the camera

SHOTLIST

A-ROLL

*Will someone be talking on camera?
Who is doing the interview? (Interviewer
Who is being interviewed? (Interviewee
Who/what is holding the camera? (Videographer, Tripod, Shelf?
What are the interview questions/talking points?*

B-ROLL

Make sure you plan to capture a variety of different shots to cover A-Roll

*Establishing shot
Extreme Wide Shot
Wide Shot
Medium Shot
Close-Up
Extreme Close-Up
Slow Motion
Time-Lapse*

STORYBOARDS

See below for sample storyboards you can use to tell your story
10 PHOTOS - 10 VIDEOS approx

LENGTH

Approximately 1 minute Ideal
10 PHOTOS - 10 VIDEOS approx

LOCATION SCOUT QUICK TIPS

Here are a few tips to think about when looking for that perfect location

KNOW YOUR STORY

- Does the location make sense with the story that we're telling?

VISUALLY APPEALING

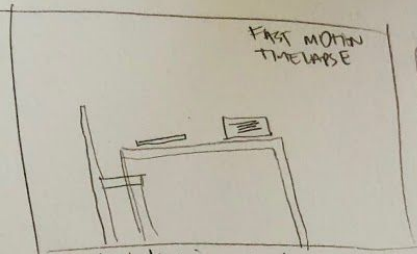
- Look for places that are visually interesting or that have some character.

CHECK FOR SOUND

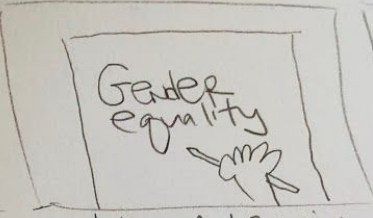
In addition to the setting of your video, sound matters too! Always stop and listen.

LIGHTING

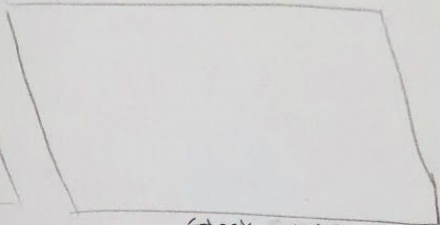
- Make sure there is a lot of natural light in your location, or lights you can utilize.



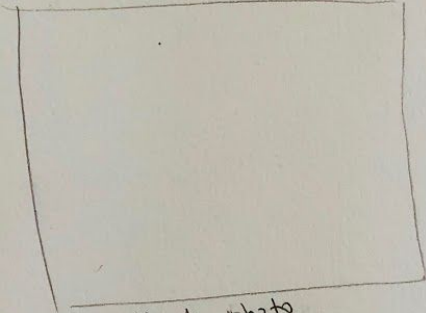
Establishing shot



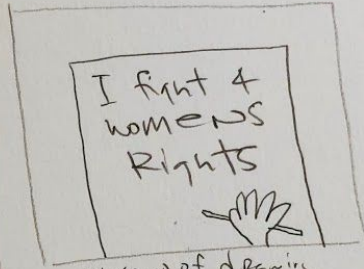
close up of drawing



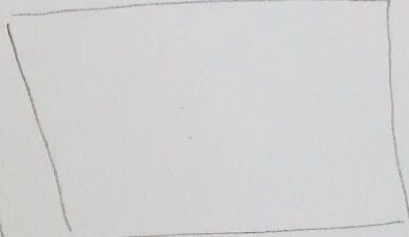
stock photo



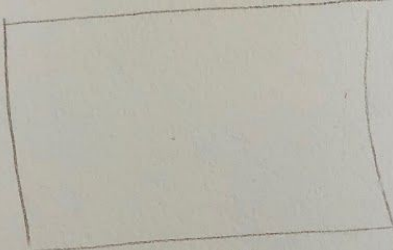
stock photo



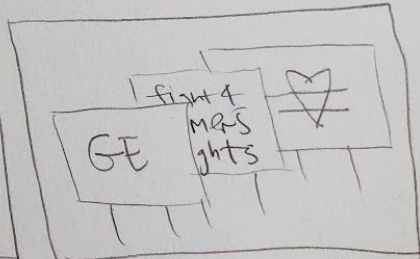
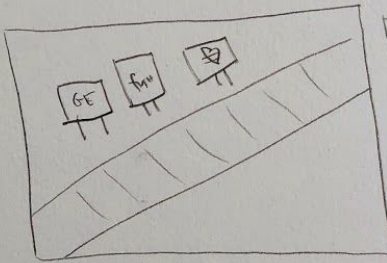
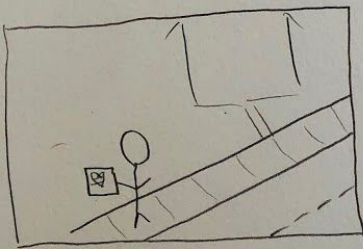
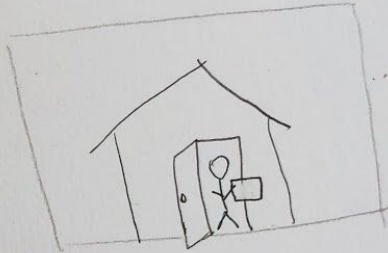
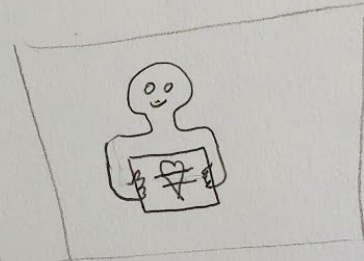
close up of drawing



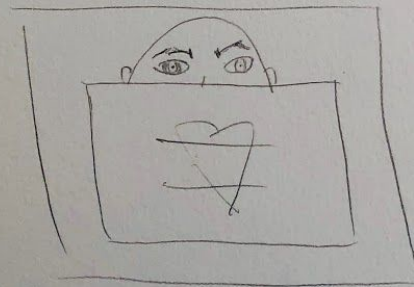
stock photos



stock photos



photos x 5 angles



(time lapse)

ACTOR #1: _____

ACTOR #2: _____

ACTOR #3: _____

LOCATION #1: _____ (DATE(S) _____)

LOCATION #2: _____ (DATE(S) _____)

LOCATION #3: _____ (DATE(S) _____)