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| --- | --- |
| **Project name** |  |
| **Prepared by** |  |
| **Project lead** |  |
| **Contact details** |  |

# **Aims and objectives**

**What is the primary purpose of your video(s)?**

# **Key stakeholder**

**Project partners, government departments, community groups etc.**

# **Style**

**What style of video and backing track do you have in mind?**

**Can you share any reference video links as inspiration?**

# **Length**

**How long should the finished video be?**

# **The target audience**

**Who is this video intended for?**

# **Visual Elements:**

**Are there any specific visuals, graphics, or branding elements that should be included in the video?**

# **Context**

**Where will the video be used? Should the output be landscape or vertical?**

# **Key messages**

**What are the main pieces of information that you want the audience to remember?**

# **Call-to-action**

**What do you want the viewers to do after they’ve watched your video?**

# **Inspiration and ideas**

**Any examples of other videos you want to emulate?**

# **Voiceover**

**Do you think your video will need a narrator?**

# **Subtitles**

**Will your video need subtitles/captions?**

# **Existing assets**

**Do you already have any media that you want to include in the video?**

# **Key dates and deadline**

**When are the final deliverables required by?**

# **Budget range**

**How much budget is set aside for this video project?**