

TREATMENT for Video Project

Name:

Working Title:

1. State the purpose of this video. Why have you chosen to make this video?
2. Describe the content of the video. What is the theme or central message?
3. Who is the audience? Will the audience have any knowledge about the content of the video?
4. What do you want the audience to feel or think while watching the video? What specific style of film/video has been successful in eliciting this response from its audience? Think about the video's format and the point of view.
5. Where will your video take place? What is the setting and how will you gain access to the site? Will you need permission? Do you have to consider the weather? Do you have an alternative location?
6. Does your video require actors/actresses? Do you need to hold auditions? What type of model release do you need?
7. Who will be responsible for what parts of the video? Shot lists and storyboards, making a schedule, finding locations, camera operator, lights and sound, directing, editing, etc.