

Video Production Planning Form

(Ask client to complete this form so you can write a treatment and script)

1. Description of Program.
2. Audience. What they already know about the subject, and what are their attitudes about it.
3. Objectives—Cognitive. What do you want the viewer to know after viewing the video?
4. Objectives—Behavioral. What do you want the viewer **to do** after viewing the video?
5. Outline. List video shots to be included in the program.
6. Key elements to be included—facts, ideas, details, statistics, etc.
7. Visual elements to be included—people, buildings, equipment, procedures, graphs, props, etc.
8. Key words and phrases.