

Questions for Developing a Production Plan:

1. PURPOSE: *Why am I creating this video? What should this video achieve? Is a video the best way to achieve this purpose?*

2. AUDIENCE: *Who should this video target? What are the demographics of my target audience? How should my video appeal to this audience?*

3. MESSAGE: *What should viewers learn, think, or feel after watching this video? What message am I trying to send? It is appropriate for my target audience?*

4. BUDGET: *What is my budget? What should this budget cover?*

5. TIMELINE: *What is my timeline? How long do I have for shooting? How long for editing and distribution? What are some checkpoints?*

6. DISTRIBUTION: *How will I share or distribute my video to my target audience? Will I burn DVDs or share online like on YouTube?*

7. CONCEPT: *What is the concept, subject, or theme of this video? How will I portray my message to my audience with my allotted budget and timeline? How long should the video be?*

8. LOCATION: *In what location(s) will I be shooting my video? When is my location most busy? Do I need to scout these locations or get permits or permission? Have I accounted for the weather? Have I accounted for lighting and time of day for shooting?*

9. ACTORS: *Who will be featured in my video? Can they work with my timeline? Do they need to be compensated? Do I have their permission to shoot and distribute their image?*

10. PROPS: *What props will I need for my video? Do I need to rent or purchase any props?*

11. EQUIPMENT: *What equipment will I need? Will I be recording audio and need a microphone? Will I need a light kit to brighten my location? How many cameras will I be using to shoot? Will I be using different camera lenses? Do I need memory cards, tape, DVDs, or a hard drive for footage?*

12. CREW: *Who will be assisting with my video? Will I have multiple camera operators? Do I need an assistant for continuity or to keep us on schedule? Do I need someone to hold a mic or adjust a tripod?*