

# 9 Step Overview

## WRITING YOUR VIDEO PRODUCTION BRIEF

### 01. Identifying your Target Audience

Who do you want to watch your video? Are you looking to communicate to one, or multiple audiences?

### 02. The Purpose of your Video

What does your video hope to achieve? How would you like people to respond to the video? Will there be a 'call to action'? Where will it be shown or watched?

### 03. Key Messages

What would you like to communicate? Ideally, your message should consist of no more than three simple points. You should also give further consideration to what the 'call to action' will be, if required.

*It's important for our production team to have an overall understanding of your business, as well as the key messages you are looking to communicate.*

### 04. Video Length

How long would you like your video or film to last? 2- 3 minutes is usually enough for a video being promoted online, depending on your objectives. We will help to ensure your messages are communicated in a way that is clear- as well as concise.

*Having a shorter version of the production produced can be a great way of ensuring your audience gets the message they need quickly and effectively.*

### 05. Style

Will your film be a drama, a presenter lead documentary, or perhaps based around case studies of past or current clients? Who will appear in the video? Will the company directors, staff or independent experts need to be interviewed?

*These are all important aspects to measure the time that will need to be allocated to capturing the footage necessary and will also influence the amount of pre production work required.*

### 06. Script and Narration

Will a script need to be written? Will you require assistance writing it? Would you like your video to be narrated? Would you like a voice over artist to read your script, or a professional presenter?

*It is important to think all of these things through, and to have clear lines of communication with our producer before the project begins.*

### 07. Filming Locations

Where would you like filming to take place, and how many days filming will be required? The number of filming locations has logistical as well as cost implications.

*We will help you decide on the most appropriate locations. We can provide a customized studio space for filming to-camera presentations and interviews at our West End facility.*

### 08. Media

Will you be supplying existing media, ie. logo graphics, previously produced video, stock footage- either stills or video? If so, your designer will need to provide Blocmedia with your highest resolution examples in a preferred format. Please refer to the specifications list at the end of this document.

*It is important to provide quality images as any redesign or re-assembly of graphics is time consuming. Blocmedia is happy to help you source any stock footage requirement.*

### 09. Your Deadline

Specify the date you require your video to be completed by in your brief. The more notice you give our production team the better it is for you and us in ensuring that your video is the success you need it to be.

*If you need help with your brief or have any questions you would like to ask before putting pen to paper please contact us to discuss your requirements, or book an appointment with one of our producers.*

#### Suggested Media Formats

### IMAGES

Images should be supplied as either JPEG, TIFF, GIF or PNG.

PNG is best for images with transparency.

Images need to be supplied at the highest resolution. 300dpi is an excellent starting point and allows us to potentially resize images before print/video output.

### GRAPHICS

Graphics should be supplied as Illustrator files or editable PDF's

Make sure that all images are embedded and font styles outlined if not supplied to preserve the integrity of your graphics.

### VIDEO

In the best case scenario, video should be supplied in its most uncompressed form, preferably High Definition (1920x 1080) Quicktime Apple ProRes codec.