

## Video Project Planner

*This resource is designed to help you anticipate topics and pose questions in pre-production. It is a companion piece to the article [“The Video Production Process: How Video Content is Produced”](#).*

### PROJECT DETAILS

Company Name: \_\_\_\_\_

Project Title: \_\_\_\_\_

Business Slogan: \_\_\_\_\_

### BACKGROUND SPECIFICS

Goals and Objectives: \_\_\_\_\_

Target Audience: \_\_\_\_\_

Strategy: \_\_\_\_\_

### MESSAGING

Project Themes, Keywords, Tagline: \_\_\_\_\_

\_\_\_\_\_

Mandatory Inclusions: \_\_\_\_\_

Describe Brand and Project's Tone, Look and Feel: \_\_\_\_\_

\_\_\_\_\_

### SCHEDULE

Budget: \_\_\_\_\_

Timeline: \_\_\_\_\_

\_\_\_\_\_