

Project _____ Date _____

Production Plan



Part 1: Video Goals

Who is your audience? _____

What message are you trying to convey? _____

What reaction would you like from your audience? _____

The goal of this video is (be specific) _____

Part 2: Pre-Production

- Call Sheet
- Schedule
- Shot List
- Equipment

Part 3: Production

- Introduction
- Interview
- B-Roll
- Closing

Part 4: Editing

- Log Clips
- Label Clips
- Folders
- Sequence