

## **Pre-Production Guide #2 – The Essential Checklist:**

Here's a quick checklist of things to go by during the brainstorming/scripting phases. Not everything will apply to your video, but it makes for a reasonably thorough guideline.

What problems are you trying to solve?

What have you done so far to fix it?

Why a video?

What are your objectives?

What should they *know* that they don't know now?

What do you want them to be able to *do* that they can't do now (aren't doing)?

What do you want them to *feel*?

Are you telling or selling?

Who is your audience?

How many, the demographics, how will they watch it (in what environment)?

How do they feel about the problem, the solution, and the client now?

How should they feel after the video?

How can we address their biases, attitudes, or prejudices?

AND MORE...

The concept is the way in which you communicate the information required to accomplish the objective. But before you get that far, and to have the maximum effectiveness of your video, you need to have a clear understanding of the following.

The real audience

The objective

The information required to accomplish your objective

The audience's attitude towards the objective

The physical environment in which the tape will be shown

What will motivate your audience

The budget (in our case, this is measured in time and work hours)

It's also helpful to know what style of communication has been successful with this audience in similar circumstances. Making video isn't about recreating the wheel; if you know what works, copy the formula.

Finally, remember that video has specific strengths and weaknesses; DO use it to visually demonstrate or clarify points or ideas. DON'T use it for showing lots of text or replace a handbook.

### **Script notes:**

Use present tense

Beware time-dating the material (can you make it timeless?)

Use familiar words and phrases. You want the audience to understand quickly. They have to watch and listen at the same time, so make easy on them.

Make notes of what they should be seeing during the script writing.

Write the visuals, then the sounds, then the words.