



1. PROJECT OVERVIEW

Project Title: _____

Date: _____

Requestor/Department: _____

Account Director/Project Manager: _____

Creative Lead/Videographer: _____

Video Overview/Elevator Pitch:

A short, high-level summary of the video's purpose and story.

Background/Context:

Briefly describe the reason for the video. What need or opportunity does it address? Is it part of a campaign, event, or ongoing initiative? _____

2. PROJECT OBJECTIVES

Main goal of this video? _____

(e.g., promote enrollment, highlight student success, celebrate an event, enhance brand awareness, drive donations, etc.)

What should viewers think, feel, or do after watching it?

3. TARGET AUDIENCE

Target audience **please be as specific as possible**

(e.g. prospective students, current students, parents, faculty/staff, general public. etc.): _____

Call to action (e.g. visit website, scan QR code, share this video, etc.): _____

What's important to them, and what tone or storytelling approach will best resonate?

4. KEY MESSAGE/STORYLINE

What is the core message or story? _____

What are the supporting points or takeaways? _____

If applicable, provide a rough outline or script direction.

5. TONE AND STYLE

Describe the desired mood or visual style (e.g., inspirational, cinematic, heartfelt, upbeat, documentary-style, interview-driven, etc.) _____

Include references or links to sample videos if available.

Voiceover Needed? Yes No

(Important: include cost considerations if a professional voiceover is required)

6. DELIVERABLES

Requested due date: _____

Final Outputs/Preferred video type:

B-roll only (no interviews or audio)

Interviews/testimonials

