

VIDEO PROJECT PROPOSAL - THE PITCH

Work with your team members to document your video concept and general plans. Consider ideas that can be filmed using available resources, which fulfill the project assignment, plus can be completed on time. Submit this completed proposal to the Executive Director for approval. You may need to revise and resubmit our proposal, so do not begin any production tasks until your video project has first been approved.

Video Title: _____

Target Audience: _____

Video Style (genre): _____

Length of Video: _____

Video Goals & Objectives - What does the video aim to teach? What effect do you want to have on the audience? _____

Video Description - Provide a brief description of your video _____

Settings & Resources - Indicate where your video will take place and what props might be needed _____

Assign the following roles: (you may have more than one role)

Director

Producer

Researcher

Script Writer

Storyboard Artist

Set Designer

Camera Operator

Sound

Graphic Artist

Actors

Team Name	
Team Member	Role (Job title)
1.	
2.	
3.	
4.	
5.	
6.	

If needed, use the back of this form to list additional team members and indicate their video production role.

Estimated Schedule (Dates)

Begin Shoot (production) _____

Begin Editing _____

Final Completion _____

Presentation _____

Storyboard Complete: Y or N

Executive Director Approval: