

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