Video Filter

Why are we making this video? (Purpose):

Who are we making the video for? (Audience):

Before Model   →   After Model

C		C
T		T
F		F
A		A
R		R

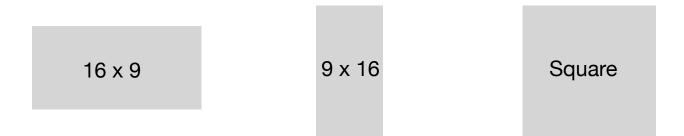What established concepts are we teaching? (They already know)

What new concepts are we teaching? (Take it slow)

Video Filter

What stories can we share to illustrate this concept?

Format checkboxes :

| 16 x 9 | 9 x 16 | Square |

Title:

Where will the project be seen? (platform, social media, Youtube, Vimeo etc…)

Where will the project live? (platform, social media, Youtube, Vimeo, hard drive, g-drive, dropbox, etc..)

Number and length of video(s):

Subtitles?	Trailer/Highlight?	Stock music & footage
Yes No	Yes No	Yes No
☐ ☐	☐ ☐	☐ ☐

Time Line/ Delivery date?