

ARBUCKLE INDUSTRIES - VIDEO PRODUCTION INTAKE CHECKLIST

PRECEDENT/EXAMPLE VIDEO(S) - *best way to communicate an idea*

CONCEPTUAL

- ☐ *Story - what is the story?*
- ☐ *Brand - what does your firm or this project currently stand for?*
- ☐ *Goals - what are you trying to achieve?*
- ☐ *Audience - who are you talking to? Be specific?*

PRODUCING/DIRECTION

- ☐ *Producing - who is leading/responsible for the concept/story/script?*
- ☐ *Creative Direction - from production team, you, 3rd party, writer?*
- ☐ *Contacts - who's talking to who and who's getting access/scheduling?*
- ☐ *Workflow - how you and the production company traditionally work?*

SCOPE

- ☐ *Number of video(s)/clips*
- ☐ *Length - assumed run time?*
- ☐ *Interviewees - leadership, junior staff, client, users... remember passion wins?*
- ☐ *Cinematography/B-Roll - buildings, construction, process, meetings, etc?*
- ☐ *Shooting Date(s) - are these set or flexible?*
- ☐ *Locations - list assumed locations?*
- ☐ *Access to Locations - easy or hard?*
- ☐ *Production Quality - run and gun, corporate and clean, dynamic and polished*
- ☐ *Graphics - any already existing or new need to be created?*
- ☐ *Animations - text overlays, branded intros/logos, overlaid renderings, etc?*
- ☐ *Assets - rights to photographs, renderings, etc.?*
- ☐ *Music - stock or composed?*
- ☐ *Resolution - 1080 for now or 4K for the future?*
- ☐ *Edit - level of quality, pacing, tempo, etc?*
- ☐ *Files - want only final video(s) and/or rights to raw footage?*
- ☐ *Timeline - rush or next year?*

POST DELIVERABLES

- ☐ *Release/Distribution - do you have a plan to use this now and into the future?*
- ☐ *Tracking - will you check to see if anyone is watching?*

BUDGET - *range - \$2,000, \$5,000, \$10,000 or \$20,000?*