



TIPS ON WRITING A VIDEO BRIEF

DevilBoy Productions

 www.devilboyproductions.com

Working out your goals

A video production brief is a set of guidelines and an important process every business should go through. The process does not have to be consuming, but writing a video production brief will add clarity and focus to the overall vision of your video project.

As a starting point, your video production brief should include the following seven items:

1. Purpose
2. Type of video
3. Core content
4. Narration
5. Style
6. Budget
7. Your deadline

Purpose

Before anything is green lit your business needs to work out the video's purpose. Items of consideration in the video production brief should include:

- A. Who is your target market and where are they based?
- B. Will the video be used to sell an existing or new production/service?
- C. Where do you intend on using the video? Your business may choose to create content which is available to the general public or perhaps the content is for members only.

Type of video

Before anything is green lit, your business needs to work out the video's purpose. Items of consideration in the video production brief should include:

- A. Who is your target market and where are they based?
- B. Will the video be used to sell an existing or new production/service?

Core content

In your video production brief make sure you highlight which core messages are key. Videos that waffle will do little to hold the attention span of your audience so keep things simple.

Narration

Do you want your video narrated or text titles to appear throughout the video? Does the video need to have professional voice overs? If you do need a professional voice over do you have any preference for a male versus female voice? Keep in mind that professional voice over costs can vary depending on where your video will be shown. For examples, fees may be more expensive if your project is planned to show on television vs. web usage only.

Style

What videos on television or on the web appeal to your business? Providing a list will give any production a better idea of the style you are after. Also, if there is something on television or film that stands out such as an effect make sure to share it.

Budget

How much money is your business prepared to spend on its video production? Budget will enable greater access to animated effects, etc. The more you share about your budget, the better we can advise on how to best assist your business.



Deadline

A targeted deadline should always be specified in your video production brief. The full duration of any project will include the following key phases:

A. Pre-production – The pre-production phase of a project is where all the planning takes place before the camera rolls. This phase also covers where the scripting and the storyboard comes together.

B. Production – Production begins once the crew turns up to record the footage. This is the part which most of us are all familiar with.

C. Post-production work – Once footage has been captured, the fine art of editing takes place during this phase. Music, b-roll footage, pictures, graphics, voice overs and credits are all added here. Post-production work is often underrated and this is where the overall vision based on the original brief is put together.



ENQUIRIES & SUPPORT

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