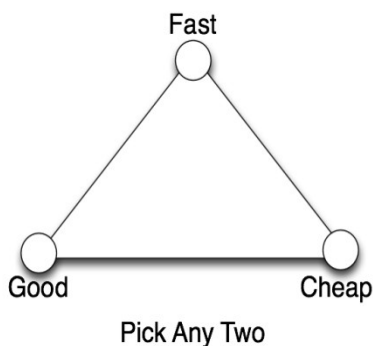


Arizona Video Company's Video Production Worksheet

www.ArizonaVideoCompany.com

480-442-4713

1	What is the <u>Goal</u> of the video? How do you want viewers to respond specifically?	
2	Who is your target audience? What kind of video would get their attention?	
3	Where will people watch the video? Work? Home? Web? DVD? Smartphone?	
4	Describe your style preference <i>fast paced, heartwarming, hi-tech, nostalgic...</i>	
5	Do you have a script ready or would you like us to help you develop one?	
6	Please share links to other videos you've seen to show us what you're aiming for. What do you like best about them?	
7	Do you want this video to match a color scheme or website?	
8	Do you have any special graphics, logos, or images ready for use?	
9	What is the deadline for completion?	
10	What is your budget range?	



The Production Triangle.

In real life, the higher the quality, the more time and resources are required. It's the same for video production. If you want a fast and cheap video, it won't be good. If you want a good and cheap video it, won't be fast. Use the Triangle & the questions above to clarify what's most important to you about your project.

The Arizona Video Company