Video Treatment

|  |  |
| --- | --- |
| Student Names |  |
| Project Title |  |
| Client ContactInformation |  |
| Deadline |  |
| Estimated length (sec/min) |  |
| Delivery method |  |
| Budget |  |

**Purpose:** What is the purpose of your project? What actions will result from having watched your film?

**Target Audience:** Who is your target audience and what techniques will you use to appeal to them?

**Message:** What information or message will your audience walk away with after watching your video?

**Log Line:** One sentence summary

**Outline:** Briefly describe the timeline for your film

|  |  |
| --- | --- |
| **Hook** |  |
| **Beginning** |  |
| **Middle** |  |
| **End** |  |

**Genre/Style:** What stylistic techniques will you use to make your film appealing and to help tell your story?