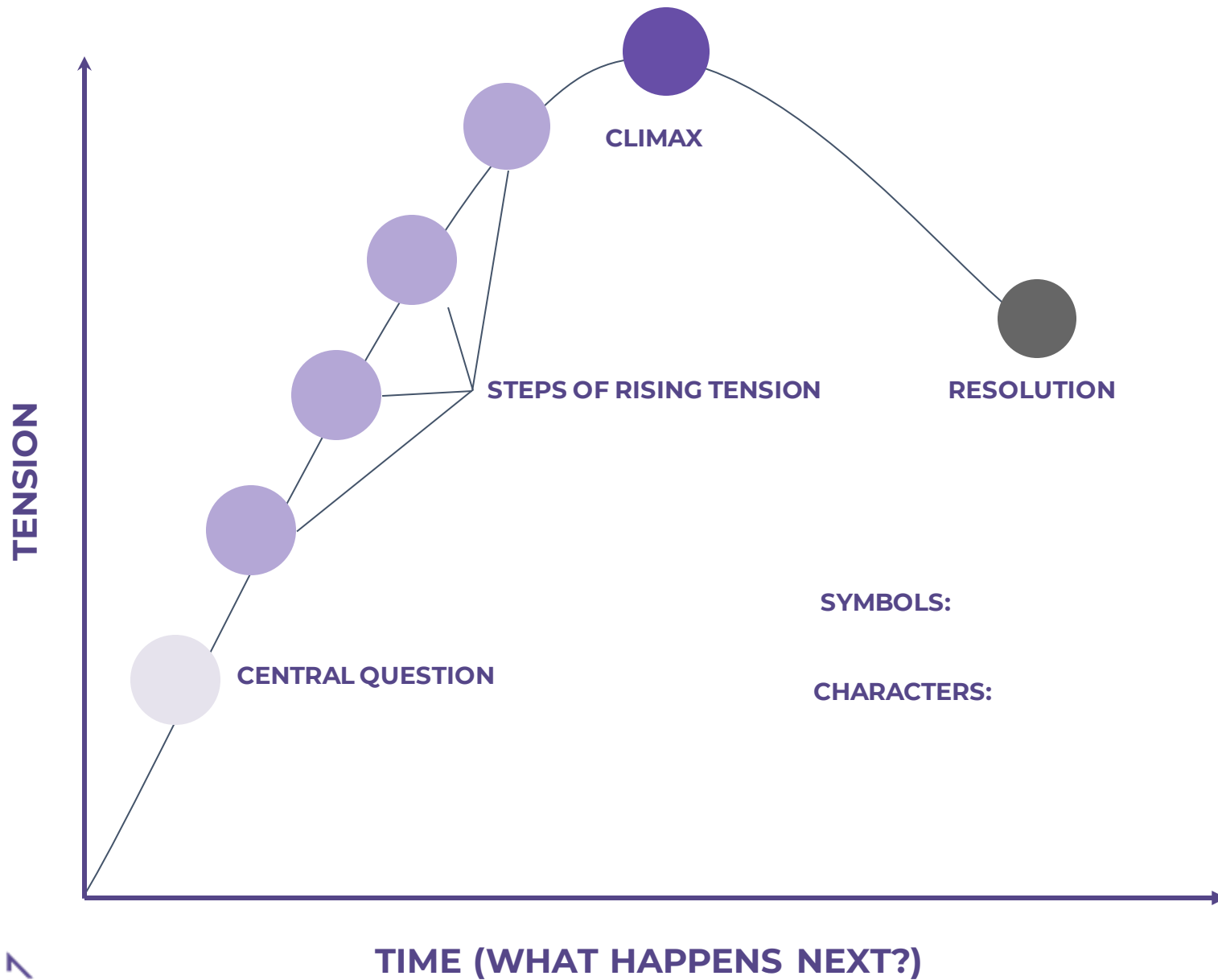


Target Audience Statement:

Persuasive Aim Statement:



Format:

Medium:

Channel:

SYMBOLS:

CHARACTERS:

Pre-production checklist

ITEM	STATUS	Notes
Target Audience map		
Persuasive Aim proposal		
Storytelling strategy		*can have more than 1
Creative Format decision (format & platform)		*can have more than 1
Visual Identity (color palette, fonts, logo, thumbnails, style)		
Storyscript		
Storyboard		
Shooting script		
Project timeline		
List of media assets needed (music, sounds, video, images, text)		
Budget		

Storyboard

Scene___ Shot___



Description of the scene
Equipment
Time

Scene___ Shot___



Description of the scene
Equipment
Time

Scene___ Shot___



Description of the scene
Equipment
Time

Scene___ Shot___



Description of the scene
Equipment
Time

Scene___ Shot___



Description of the scene
Equipment
Time

Scene___ Shot___



Description of the scene
Equipment
Time

Script - story

SCENE	VISUAL	AUDIO	Notes
1	Description of the visuals - Inside / Outside - Day/Night - Actions - Dialogue	Description of the audio: - Music - Sound effects	Any notes relevant to have

Depth of field

