**DIGITAL CONTENT CREATION**

Pre-production checklist

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| --- | --- | --- |
| **ITEM** | **STATUS** | **NOTES** |
| Target Audience map |  |  |
| Persuasive Aim proposal |  |  |
| Storytelling strategy |  |  |
| Creative Format decision (format & platform) |  |  |
| Visual Identity (color palette, fonts, logo, thumbnails, style) |  |  |
| Story script |  |  |
| Story board |  |  |
| Shooting script |  |  |
| Project timeline |  |  |
| Budget |  |  |

Story script

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |
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Target Audience statement:

Persuasive Aim statement:

Chart, diagram

Description automatically generated

Diagram

Description automatically generated

Format:

Medium  
Channel/Platform