**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:





Format:

Medium
Channel/Platform