

# Video Planning Form

## 1. Purpose

Who is this for? \_\_\_\_\_

What do I want them to KNOW? \_\_\_\_\_

What do I want them to DO? \_\_\_\_\_

## 2. Parable

What kind of story are we telling? \_\_\_\_\_

What's our tag-line for this story (should fit in a text)? \_\_\_\_\_

What conflict can we expect to encounter as we tell this story? \_\_\_\_\_

Why is this story good for us? \_\_\_\_\_

## 3. People

Actors: \_\_\_\_\_

Writers: \_\_\_\_\_

Director: \_\_\_\_\_

Cameramen: \_\_\_\_\_

Editors: \_\_\_\_\_

Distributors: \_\_\_\_\_

## 4. Places

Filming Locations: \_\_\_\_\_

Viewing Venues: \_\_\_\_\_

## 5. Props

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