



Yamsing Creative Solutions

Video brief

Budgets for video production can quickly run away with themselves and we will work closely with you to make sure that your production comes in on budget and while meeting your expectations. To do this it is important to firstly consider the reason you are undertaking the project in the first place and then to try to have a clearer understanding of what you are undertaking.

By preparing this background information in advance you will enable us to give you a more detailed idea of the costs involved and where savings could be made if necessary.

Print this sheet out and use it to capture your thoughts. You don't have to answer everything but the more information you can provide the easier the task.

1 – Background

Why do you want to make a video?

What outcomes are you looking for?

What is the message you want to get across?

Who are your primary audience?



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2 – Production

How will the video be watched?

What is the budget?

What is the deadline?

How long do you anticipate the video running for?

Where do you envisage it being set?

Can you provide location(s) or will they need to be sourced?

Who do you envisage appearing in the video?

Will we need to source actors / voiceover artists?

Do you have a script?

Will we need to write the script and / or develop the storyboard?

Will we need to licence music or other copyright materials?

Any other relevant information?