



## Project Planning Worksheet

Please fill in as much as possible and return to Ultimate Visuals

### Key Contact:

Name:

Position:

Company Name:

ABN:

Address:

Postcode:

Phone: (W):            (H):            (M):

Fax:                    Email:

1. Who will be responsible for final approval of the media product(s)?  
Key Contact      Other      If Other please specify.

Name:

Position:

Phone: (W):            (M):

Email:

2. Will s/he/they be an active participant during the on-going creation of the media product(s)?  
 Yes     No

3. Who will be the technical advisors/subject matter specialists with regard to content?  
Key Contact      Other      If Other please specify.

Name:

Position:

Phone: (W):            (M):

Email:



**Concept and Development:**

4. What type of video is required?  
 Training and Educational Video       Promotional Video  
 Event Coverage       TV Commercial       Music Video       Documentary
5. What is the purpose of the video(s)?
6. Will you need a few variations of the video for any reason?
7. Who is the target audience for the piece (describe as thoroughly as possible....age, gender, education, etc.)?
8. Does the target audience currently have an understanding of the message(s) to be conveyed in the video?
9. What is the desired response from your audience after they watch the video project?
10. What length do you think the Audio/Video project needs to be to cover the subject matter?
11. When do you need the media product(s) completed, what is the deadline?
12. Is a specific event driving your deadline?
13. What is your deadline for a rough cut?
14. What is your budget, be specific?
15. List any ideas regarding the creative approach?
16. Will your video be scripted, storyboarded, or spontaneous (event-driven)?
17. Do you plan to script it yourself, or will you need technical and creative assistance from us, beyond the initial consultation?
18. Do you have talent for your video, or will you need help finding it?
19. Do you have any locations in mind for the video?
20. Will you need any additional off-site work (interviews, greenscreen, etc.) that might need to be shot in-studio or on location?



21. Will you need voice-over work done in the studio?
22. Do you have someone in mind to do VO?
23. Will you need any custom audio or licensing for copyright music?
24. Do you have a logo, animation or other existing material that you want to incorporate into your video?

### **Delivery**

25. How would you like to deliver your video?  
DVD  Blu-Ray  CD  Television  Internet Download  Email  
Internal Network  PowerPoint
26. Where and how will the media product(s) be used? Eg. (with a presenter, during specific events, classroom environment, solo-private use)
27. If you are delivering to DVD, will you need a DVD cover design?
28. How do you plan to package your DVD?
29. Will your DVD require a menu systems, chapters or additional graphics?
30. How many copies of the DVD are initially required?

### **Anything else we should know?**

31. Please provide any other information and details you consider may be helpful.