Your Treatment
Name:
Date:

PROJECT NAME

FORMAT
- Documentary
- Talk Show
- News
- Drama
- Comedy
- Other:

LOGLINE
Your elevator pitch. 1-2 sentences that give an idea of what the project is about

TARGET AUDIENCE
Who is going to be watching this video? Why?

PLOT/OUTLINE
Beginning, middle, and end! How is the story going to be told?
CHARACTERS/SUBJECTS
Who is in this video? Write one short sentence about each of them.

VISUAL ELEMENTS
How will you shoot the video? What will it look like? The way in which you shoot something should make sense with the goal of the project.

- **Lighting**

- **Cameras** - Is it a field Shoot? Is it in the studio? Start thinking about how you need to film to get your story across.

- **Editing** - Is the story fast paced and full of action? Or is it slow and dramatic? The editing should match the tone you set for the project.

- **Setting** - Where is the story taking place? Do you have access to these locations?

- **Props** - Any object that a character holds or uses in a video is considered a prop - list any you know you need here:

- **Costume/Wardrobe**
SOUND ELEMENTS

- Soundtrack - Is there any music involved with this project?
- Effects - Any sounds in particular that you know will need to be created after shooting is finished?

GOAL/RATIONALE
Why are you making this project? Why do you think the audience will like it most? How is it different from what’s already out there?

BUDGET
What do you think we will need to buy to make this video, specifically? Props, Set, Special Lighting, etc.

CONSTRAINTS AND CONTINGENCY
Is there any part of the video that you think will be very hard for your team to do? What concerns do you have about it right now? What do you think would be helpful to make those concerns go away?