

Project Name:

Project Member(s):

Production Company Name:

Project Working Title:

Circle the Closest Category: Newscast | General Assignment | Arts and Entertainment | Music Video | Fiction | Non-fiction | Sports | PSA (Public Service Announcement) | Commercial | Animation / Graphics / SFX | Writing

Name a Model (another video, movie, or TV show you are inspired by):

Project Tone (informative, objective, subjective, balanced, upbeat, serious, lightweight, sporty, educational, scary)

Brief Story Outline (what will happen in what order – keep it simple, and it's okay to change later):

Background Info (is there anything the audience needs to know about to understand this story?):

The Five Ws

Who does this story affect?

What happened in this story?

When did it happen?

Why did it happen?

Where did it happen?

Estimated Length for the Project (predict how many minutes and seconds will be necessary in this story):

Main Target Audience (Examples: teenage girls who struggle in school, anyone with a family history of lung cancer, anyone who wants to learn more about Korean home cooking):

Project Process Goal (*How* will you create this project, what kinds of actions will be necessary? This will look like a list of the steps you think you'll need to follow):

Project Outcome Goal (*What* do you hope to accomplish with this project? What result would make you proud? For example, is there an effect you want your video to have on your target audience?):