VIDEO PROJECT PROPOSAL - THE PITCH

Work with your team members to document your video concept and general plans. Consider ideas that can be filmed using available resources, which fulfill the project assignment, plus can be completed on time. Submit this completed proposal to the Executive Director for approval. You may need to revise and resubmit our proposal, so do not begin any production tasks until your video project has first been approved.

**Video Title:**________________________  **Target Audience:**________________

**Video Style (genre):**_______________  **Length of Video:**_______________

**Video Goals & Objectives** - What does the video aim to teach? What effect do you want to have on the audience?

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

**Video Description** - Provide a brief description of your video ______________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

**Settings & Resources** - Indicate where your video will take place and what props might be needed

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

Assign the following roles: (you may have more than one role)

- Director
- Producer
- Researcher
- Script Writer
- Storyboard Artist
- Set Designer
- Camera Operator
- Sound
- Graphic Artist
- Actors

<table>
<thead>
<tr>
<th>Team Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Member</td>
</tr>
<tr>
<td>1.</td>
</tr>
<tr>
<td>2.</td>
</tr>
<tr>
<td>3.</td>
</tr>
<tr>
<td>4.</td>
</tr>
<tr>
<td>5.</td>
</tr>
<tr>
<td>6.</td>
</tr>
</tbody>
</table>

If needed, use the back of this form to list additional team members and indicate their video production role.

**Estimated Schedule (Dates)**

- Begin Shoot (production)________________________
- Begin Editing________________________
- Final Completion________________________
- Presentation________________________

**Storyboard Complete:** Y or N

**Executive Director Approval:**