Video Pre-production Questionnaire

This questionnaire helps us understand your goals and expectations and ensures the resulting video or tour is the best fit for your business. At the end of the questionnaire you'll find a brief explanation of the milestones your project will follow from inception to completion. Thanks for your help!

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Purpose

What's your video's purpose? (E.g: promotional, explainer, tutorial, etc.)

Goal

What's your business goal for this video?(E.g: establish credibility, explain a process, showcase a product, etc.)

Type

What type of video production are you looking for?
E.g: Solution walkthrough, 360 video tour, etc.

Syndication platform

Where will it be published? (E.g: website, app-store, conference, social networks, etc.)

Length

What's your expected duration? (E.g: no longer than X seconds)

Audience

Who's your target audience? (E.g: age, gender, geo, etc.)

Language

What languages do you want us to produce this video in? List all that apply please.

Themes

Any specific themes you want portrayed?(E.g: fun, vacation, technical, corporate, etc.)

"Happiness is a state of inner fulfilment, not the gratification of inexhaustible desires for outward things."
Matthieu Ricard

Subtitles

Would you like your video subtitled?

Brand Guidelines

Any specific branding instructions we need to be aware of?

a) Your Brand's colors are:
b) Your Brand's fonts are:
c) Please provide us with your **logo** and any **images** you'd like to include (preferably in vector format)

Voice-over

a. Prefered narrator: Female? Male?
b. Prefered dialect / accent? (i.e. American, Australian, etc)

More?

Anything more you'd like to share?

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Production Process & Milestones

These are the milestones we'll follow to produce your video please note where you have flexibility in the process for revisions. Once you've approved a step and instructed us to move on, a reversion to that step is possible but will incur charges for the work required.

1. Planning and Outline

2. Script writing

3. Script revisions as necessary and submission for your approval

4. Voice-over recording

5. Voice-over revisions as necessary and submission for your approval

6. Recording and Editing HD video / Creating animations

7. Video / Animation revisions as necessary and submission for your approval.

8. Adding royalty-free background music

9. Music as necessary and submission for your approval.

10. It's a wrap! - Final video delivery

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