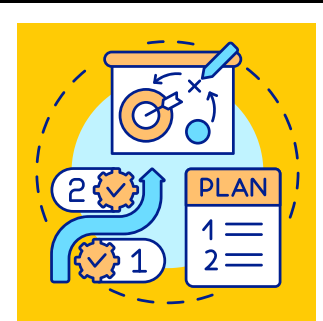




# BUILDING A PLAN FOR A BETTER VIDEO

THINKING AHEAD TO BETTER PREPARE OURSELVES



## Pre-productionon

- Scheduling
- Communication
- Equipment
- Planning



## Production

- Film/Record



## Post-Production

- Edit
- Branding
- Feedback
- Review

# FORWARD THINKING

## Documentary Overview

Focus	Definition	Example
Goal	Your desired outcome	Encourage people to support the Emergency Food Bank.
Target Audience	Specific people you have in mind that you intend to share your content to	Middle-aged Stocktonian, 35-45, who are beginning to accumulate wealth post tertiary education
Distribution Method	How your content will mainly be watched	Primarily through projections during presentations.
Intellectual Property	Who owns this content and who can use it	Emergency Food Bank
Call to Action	What you want your audience to do	Support the Emergency Food Bank



**FILM SET**

# POST PRODUCTION

