

Pro Video On-Site Production Checklist

We're excited to be working with you on your video.

This checklist is designed to guide both the customer and the filmmaker to get the most out of their one-time video shoot. The customer may want to fill out much of the checklist before the shoot, and it is to be reviewed and completed on site by the customer and filmmaker together. - GOOD LUCK!

Shot List

Get full coverage of your location

1. Establishing shot of the location's exterior
2. Exterior signage
3. Wide shot of the location's interior (if there are multiple rooms, make sure you get each room)
4. Shots of the business in action. (ie. customers interacting with employees and receiving various services provided by the business)
5. Shots of anything that was mentioned during the interviews
6. Shots of your interviewee in action (interacting with customers and/or employees)
7. Close-up product shots

Primary Messages

What do you want to communicate about your business in your video. (Examples: great food, easy parking, fun atmosphere, no cover charge, etc...)

1. _____
2. _____
3. _____
4. _____
5. _____

The Business is in Action

We recommend that the business be in action, because active locations make for the most compelling final videos,

If no, please state why _____

Quiet Location for the Interview

Sound quality is of utmost importance, so we strive to have quiet locations for our interviews.

If no, please state why _____

Multiple Speakers

Who are the stars of your video? (we cannot begin shooting your video until release forms for all required individuals are signed)

1. Name: _____
Title: _____
Release Signed?
2. Name: _____
Title: _____
Release Signed?
3. Name: _____
Title: _____
Release Signed?

What Sets You Apart?

What differentiates you from others in your industry? (Examples: when and why you started your business, any services unique to you, helpful tips for customers, etc...)

1. _____
2. _____
3. _____
4. _____
5. _____

Special Requests

Are there areas of your business that you definitely do or don't want featured in the video? Want to do something different from recommended Style Guide? List these here.

1. _____
2. _____
3. _____
4. _____
5. _____

Business Name: _____

Customer Signature: _____ **Date:** _____

Filmmaker Signature: _____ **Date:** _____

By signing this sheet, the customer agrees to the use of the above information in its video and the circumstances under which it was shot, and the filmmaker agrees to make his/her best effort to incorporate the provided direction and feedback.