

# 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 and within budget. Submit this completed proposal to your Instructor approval. You may need to revise and resubmit your proposal, so do not begin any production tasks until your video project has first been approved.

Video Title \_\_\_\_\_ Video Style (genre) \_\_\_\_\_

Target Audience \_\_\_\_\_ 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.*

---

---

---

Team Name	
Team Member	Role (job title)
1.	
2.	
3.	
4.	
5.	
6.	

*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 \_\_\_\_\_

**Instructor Comments/Approval Signature**