

Example Video Pre-production Worksheet & Script Outline

1. Subject:

how to make a peanut butter and jelly sandwich

2. Intended Audience (Who is this video for?):

families
parents preparing lunch
college students

3. Purpose (Why am I making this video? What do I want people to know):

To explain how to make a peanut butter and jelly sandwich

4. Film Style or Genre (How do I want this video to look?):

Educational, how to

5. Distribution (How will I share this video with others?):

Youtube, website, social media

It will be seen on all screen sizes, but needs to be mobile friendly

6. People involved in video production:

Trey Rice - tgrice@aq.tamu.edu

Danielle Bishop - Danielle.Bishop@aq.tamu.edu

7. Does this video have a corresponding publication?

no

8. Rough Outline:

Intro

- Name, credentials (medium shot)
- Overview of what I will be demonstrating in video and ingredients (medium shot)
 - note: open all packaging and place spoons / plate in "safe zone"

Process

- place 2 pieces of bread on plate (medium shot)
- Use first spoon to scoop and spread 2-3 scoops of pb on first piece of bread (medium and close up shot)

- Use second spoon to scoop and spread 1-2 scoops of jelly on second piece of bread (medium and close up shot)
- Carefully, place 2 pieces of bread together (medium and close up shot)
- Place sandwich on plate and cut in-half (medium and close up shot)
- Quick Tip - to keep your sandwich from getting mushy during transportation, toast bread (medium shot)

Review

- In this video I have shown you how to make a peanut butter and jelly sandwich

Where to go for more information

- This is just a practice video to help AgriLife Employees learn how to record and edit quick to market videos using the iPad video kit
- For more videos, please visit our website agrilifeextension.tamu.edu and click on the Youtube link

9. Checklist before Production:

1 jar of peanut butter
 1 jar of strawberry jelly
 1 loaf of bread
 2 spoons
 1 knife
 colorful plate
 shirt with agrilife extension logo on it
 paper towels

10. Facebook, YouTube, Etc.

Video Title: How to make a Peanut Butter and Jelly Sandwich

Video Description: internettv.tamu.edu - Demonstration video using the iPad video kit about how to make a Peanut Butter and Jelly Sandwich.

Video Keywords: peanut butter and jelly sandwich (food), peanut butter (food), fruit preserves