



VIDEO PRODUCTION QUESTIONNAIRE

1. Who is the video targeted for or what type of audience will be viewing it?
 - q In-house only
 - q Potential Clients
 - q New Clients
 - q Established Clients

2. Do you have a length in mind?
 - q 1 – 5 minutes
 - q 6 – 10 minutes
 - q 11-15 minutes
 - q 16- 30 minutes
 - q Over 30

3. List the areas you want your production to cover. (Examples: History of Organization, Philosophy of Organization, Services Provided, etc.)
 - A)
 - B)
 - C)
 - D)
 - E)

4. What do you want the video to achieve? (List in order of importance):
 - A)
 - B)
 - C)
 - D)
 - E)

5. Describe your product or service.

6. What makes your product or service unique?

7. What is the most compelling reason for making this video?

8. How will you use your production?
 - q Product or Service demonstration
 - q Technical information
 - q Educational
 - q Advertising
 - q Entertainment
 - q Public Awareness
 - q Trade Show/Convention
 - q In-Store display
 - q Fundraising
 - q Broadcast/Cable
 - q Web Site
 - q Other (Please describe) _____

9. Will the video be part of a larger program or will it be a “stand-alone” piece?

10. What style, feel, format, look, or tone would you like the video to have:
 - q Training (informative program with a voice-over narration accompanying visuals)
 - q Promotional (glossy visuals, usually with narration or spokesperson)
 - q Drama/Reconstruction (usually uses actors to portray a situation and may also have supporting narration.)
 - q Is there a current program on television or on our demo that you would like your production to follow?

11. Which of the following elements do you feel are needed for your production?
- On-Screen Spokesperson
 - Voice-over Narration (Do you have a male/female preference?)
 - Actors (for dramatic reconstructions)
 - Graphics (for charts, diagrams, bullet-points, etc.)
 - Music
12. Do you plan to write the script or is this something you would like us to do? (If you plan on writing the script, it may be necessary for us to re-write or re-format for use in the actual production.)
13. Do you have a start date in mind? _____
14. What is your deadline for having a finished product? _____
15. What will be your method of distribution?
- VHS
 - DVD
 - CD-ROM
 - Video for Web
16. How many copies do you anticipate needing? _____
17. When do you need the copies? _____
18. Do you have a budget in mind?
- \$500 - \$1000
 - \$1001 - \$2500
 - \$2501 - \$5000
 - \$5001 - \$10,000
 - \$10,001 - \$25,000
 - \$25,000+

19. Do you have any existing footage that you would like used in your production?

Yes

No

If yes, what is the format of your existing footage?

VHS

S-VHS

8mm (Video)

Hi-8mm (Video)

¾" Video

BetacamSP

Mini-DV

DVD

Was it shot professionally or by volunteers?

20. Do you have photographs that you would like to include in your production?

Photographs (Approximately how many?)

Digital (Approximately how many?)

21. Are there any PowerPoint presentations you would like to include?

Yes

No

22. Is your company's logo in a digital format?

Adobe Illustrator

Adobe Photoshop

JPEG

Would need to be scanned

Other (Please indicate).

23. Will there be the possibility of future revisions to this video. If so, how often?

24. List all locations where we would be videotaping. (A location is defined as an area we would shoot in, such as Office #1, Office #2, Communications Center, Machine Drill Press #1, Recreation Area, etc.)

Location 1: _____

Location 2: _____

Location 3: _____

Location 4: _____

Location 5: _____

Location 6: _____

Location 7: _____

Location 8: _____

Location 9: _____

Location 10: _____

Will interviews of key personnel be required?

Yes

No

If yes, list their names and where they would be videotaped.

Interviewee #1: _____

Interviewee #2: _____

Interviewee #3: _____

Interviewee #4: _____

Interviewee #5: _____