

Video Brief Template 2: Short Video Content

We recommend this format and template for someone who's looking to produce short videos (between 30 seconds to 5 minutes). This template works for:

- Social media videos
- Promotional content
- YouTube video ads campaigns
- Corporate testimonials
- Recruitment videos
- Company overviews and mission
- Product videos for e-commerce
- etc..

What's the proposed title of the video?

You might think this is the last step, to name your video and publish it wherever you need to. Quite the opposite actually, it's what we recommend as the first step of the video production process (we write more on this topic [here](#)). Basically, if you don't know the name of your video, you don't know where you're going. So our warm recommendation is to think of the title first.

Proposed video title: _____

Reason for you producing a video

Write a few words on the reason why you're producing this video. Here's two questions you need answered at this point:

- Who is the audience?
- What result do you want this video to achieve? (ex. more sales, video views and engagement, more leads for my business, better staff training)

What is the message/purpose of the video

- To sell a product or a service
- To share an experience
- To tell people about my business
- To convince people about something
- To teach something
- Something else _____

Where do you think you will be using this video?

- In a website's homepage
- In a website
- On social media
- On YouTube
- On TV / Cinema
- Other _____

Video references

Please share, if any, some examples of video productions that you would like to use as references. Watching examples of what you have in mind helps the videographer better understand the type of video production that you're aiming for.

- Link 1: xxx
- Link 2: xxx
- Link 3: xxx

What's the proposed video length in minutes?

- Less than 1 minute
- Between 1 and 2 minutes
- Between 2 and 3 minutes
- Between 3 and 5 minutes

The final edited video will need to be (format)

- Full HD - 1920x1080 (standard and most common format for most video productions)
- Ultra HD 4k - 3840x2160
- DCI 4k - 4096 x 2160
- Social media vertical video
- I'm not sure, I need to talk to the videographer

Is there going to be anyone talking in the video?

- someone interviewed
- someone talking to camera
- a recorded conversation
- a voice-over
- no, nobody will be talking

Is there a script involved?

- Yes, ready to go!
- Yes, but might need the videographer's revision
- Yes, in the works...
- No, the talking will be unscripted

Is there a storyboard?

- Yes, I know exactly what to show in the video, shot by shot
- Yes, in the works...
- No, I will need help with this
- My video doesn't need a storyboard
- What's a storyboard?
- I'm not sure

Are there people being filmed for this video?

- Yes
- No
- Yes, but without showing faces (ex. hands or other bodily parts)

Are the people being filmed actors or non-actors?

- Actors
- Non-actors

Do you have a location/s in mind already?

- Yes, here's the location/s _____
- Not sure

Would you like some music playing in the background during the video?

- Yes
- No
- Not sure

Do you need captions playing during the video?

- Yes
- No

Do you need graphics elements?

- Company logos
- Lower thirds with names and people's titles
- Some basic text during the video, with no complex animation
- I prefer modern animated text and graphics
- I need complex motion graphics and animations
- No graphics at all
- Not sure

Do you have any specific requirements for the edit?

- Yes: _____
- No