How to Make a Video: Part 4
(2) Planning checklist

PLANNING CHECKLIST

Why are you making a video? [link to 1.1]
- What is the objective of your video?

Who is your video aimed at (target audience)?
- The public
- Policy makers
- Health professionals
- People with RMDs

What are your key messages (no more than three)?
- Do you have a call to action?
- What do you want your audience to know, think, feel, say or do differently having seen your video?

Will you need others to assist you? [link to 1.9]
- Producer / project manager
- Content developer / director
- Camera man or woman
- Assistant

Who holds the budget? [link to 1.11]
- Who will need to approve your content?
- Who will have editorial control?

What is your timeline? [link to 1.12]
- Is there a deadline for your video?
- Have you allowed enough time for planning, finding locations, rehearsing, filming and editing?

Who will appear in your video? [link to 1.3 and 1.4]
- Are they knowledgeable and credible?
- Are they articulate and comfortable in front of a camera?
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- Have you prepared a brief informing them about the topic and their role?
- Are they agreeable to signing a consent form before filming?
- Are they happy to appear for free, or will they require a payment?

Filming children and young people [link to 1.5]
- If they are children or young people their consent form must be signed by a parent or legal guardian and a parent or legal guardian must be present at all time for children under 12 years of age

Where will you film your video? [link to 1.6]
- What are you going to show?
- Is the location suitable – visual distractions, lighting, level of noise /interruptions etc.?
- Is there enough space for your camera?
- Will there be costs involved?
- Will you require a licence or permission to film in public or private locations?
- Is there space for parking?

Developing your content [link to 1.6]
- How will you tell your story?
- What can be shown visually and what needs to be told?
- How will you open your video with impact – you need to capture your audience in the first 8 seconds!
- Create guide questions to help those presenting come across naturally
- How will you end your video?

Planning your shots [link to 1.6 and 2.2]
- Making a storyboard help you plan your shots

Do you need any special props? [link to 1.]
- Assistive technologies
- Other items you want to show or demonstrate

What will you use to film your video?
- Smartphone
- Webcam
- Hand-held video camera
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Do you need to hire any special equipment or use any professional services?
[link to 1.9]

- Camera, tripod, lighting, microphones
- Professional camera crew
- Editing suite