

# How to Make a Video: Part 4

## (2) Planning checklist

### 2: Planning checklist

#### PLANNING CHECKLIST

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##### **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