

Video Planning Checklist

1. Pre-Production

| Item | Done | Not | N/A | Comments |
|---|------|-----|-----|----------|
| Define project goals and target audience | | | | |
| Choose video style (promo, testimonial, event coverage, etc.) | | | | |
| Create a script or shot list | | | | |
| Schedule filming dates and locations | | | | |
| Assign roles (director, on-camera talent, crew) | | | | |

2. Visual & Audio Prep

| Item | Done | Not | N/A | Comments |
|---|------|-----|-----|----------|
| Confirm lighting needs (natural, softboxes, etc.) | | | | |
| Test camera angles and framing | | | | |
| Choose background/setup | | | | |
| Prepare wardrobe and props | | | | |
| Test sound and microphones (lav, shotgun, boom) | | | | |

3. Production Day

| Item | Done | Not | N/A | Comments |
|--|------|-----|-----|----------|
| Arrive early and do a full equipment check | | | | |
| Run a quick test recording | | | | |
| Capture b-roll and alternate angles | | | | |
| Maintain consistent lighting | | | | |
| Back up footage after shoot | | | | |

Video Planning Checklist

4. Post-Production

| Item | Done | Not | N/A | Comments |
|---|------|-----|-----|----------|
| Import footage and organize files | | | | |
| Sync audio and video | | | | |
| Add branding (logos, lower thirds, intros/outros) | | | | |
| Color correct and audio mix | | | | |
| Export for web, social media, or client delivery | | | | |

5. Distribution

| Item | Done | Not | N/A | Comments |
|---|------|-----|-----|----------|
| Upload to Vimeo, YouTube, or social platforms | | | | |
| Create thumbnail or title screen | | | | |
| Write caption and hashtags | | | | |
| Schedule or publish | | | | |
| Track performance (views, shares, engagement) | | | | |

Client Signature:

Date:

To save your responses, use 'Save As' or 'Download' after completing this checklist.