

Video Project Proposal – The Pitch

- Form an idea that has depth and substance.
- Have a good grasp on the main idea, the story, the structure and the characters.
- Consider creating a presentation to better explain your idea to the class. This will also help you to be focused and stay on track.
- Practice pitching your idea until you're comfortable explaining the details.
- Try to be quick, specific and to-the-point.

Video Title:

Video Style (genre):

Target Audience:

Length of Video:

Video Goals & Objectives - *What does the video aim to teach? What effect do you want to have on the audience?*

Video Description – *Provide a brief description of your video*

Settings & Resources – *Indicate where your video will take place and what props might be needed.*