

Video Treatment Guide

NOTE:

- This template is only an example of a Video Treatment structure
- This template is not the only style of Video Treatment
- If you are working with a video production company, the treatment is usually proposed by the Director.
- Tailor the document to reflect your own ideas
- Double check your spelling and grammar

Video Overview

Summary/Overview of Video Concept:

- Give a summary of what the video will be about.

Storyboard:

- Include a storyboard outlining the concept of the video.

Artist & Director's Bios:

- Include the bio for the Artist and Director of the video – include relevant past projects, education, awards, etc.

Technical Elements

Camera:

- List and describe the type of camera(s) to be used - detail the style of filming including the focus, angles, height and any additional camera equipment required (dolly, job, etc.)

Lighting:

- Describe the colour and tone of the lighting for the video - detail any special lighting required (strobes, dimmers, gels, etc.)

Editing/Post:

- Describe the planned editing of the video – detailing things such as the pace, focus, any special effects, etc.

Production Aesthetics

Casting:

- Describe who will be in the video - detail roles and characters.

Wardrobe:

- Describe wardrobe, makeup and hair styling where relevant.

Choreography:

- If applicable detail any choreography plans including names of choreographers, number of dancers, etc.

Visual Samples:

- Include visual samples of the look and feel the video is trying to capture.