

DIGITAL MIX - PRODUCTION CHECK LIST

1	Audience	Who is the video aimed at? Consider age groups, ethnicity and other factors.	
2	Duration	How long do you want the video to be, how long are similar videos and what is the average view time?	
3	Location	Is the location suitable? Does the location align with the message, indoor or outdoor, residential, commercial or industrial?	
4	Background	What is the backdrop or background? Office, kitchen, factory, garden?	
5	Lighting	Is there sufficient lighting? In most instances the more the better, natural light is best. Time of day or night? Consider the weather.	
6	Camera angles	Would more than 1 camera be required. In some cases multiple cameras are required, eg a cooking or product demo?	
7	Audio	Is there a lot of background noise, a busy office environment, phones, traffic, incidental music?	
8	Script	Do have a script or story board? Write up a simple script or prepare a basic storyboard.	
9	Presenter	Are you confident enough to be on camera or would a presenter be required?	
10	Graphics	Do you have text, notes, pictures, diagrams or logos to include?	
11	Additional Content	What additional content do you have to include? Video clips? Is any of the content subject copyright, do you have permission to use it?	
12	Models / Talent	Model release forms are required if anyone other than you are on the video, consider members of the public or people that may appear incidentally?	
13	Music	What music (if any) would be required. Royalty free or paid?	
14	Distribution	What are your distribution channels, online, inhouse, hard or soft copy?	