



## PRODUCTION BRIEF

Please retype and include with your uploaded submission.

TEAM NUMBER: \_\_\_\_\_

SCHOOL: \_\_\_\_\_

### (PROVIDED INFORMATION)

**THEME:** Something is missing, why is it important?

**TARGET AUDIENCE:** Ages 17-25 / Your peers, your friends, and relatives that are in this age range.

**GOALS AND OBJECTIVES:** Tell a story about the stated theme using any style or genre of your choice.

### (YOUR INFORMATION)

**APPROACH/TREATMENT** (Style, effective combining of imagery, sound and graphics)

**EQUIPMENT USED** (List your production/sound gear, editing system, etc)

**INNOVATIVE SOLUTION TO MEET THE GOALS AND OBJECTIVES** (how your video targets the demographic in a unique way, that will appeal to this audience)