Treatment

Project title: _____ Client: _____

Producing team: _____ Business: _____

Completion date (est.): _____ Contact information: _____

The concept

Use your research to create a *concept statement*—a very brief summary of the theme and purpose of the video.

_____

_____

_____

Scene description

Briefly describe the action for each scene.

_____

_____

_____

_____

The approach (style)

Explain what techniques you will use to effectively communicate your message/story. (Examples: You will use composited video to create action scenes. You will use black-and-white filters and music from the past to give your project the feel of a documentary.)

Music style: _____

Narration style: _____

Transition type _____

Video effects: _____

Other style: _____

Client signature: _____

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