PLANNING FOR YOUR VIDEO

PURPOSE
What is the purpose of your video?

your topic...

AUDIENCE
Who is the audience for your video? (Think about demographics, culture, etc.)

experts, general public...

ELEMENTS
How do the purpose and audience effect your final product?

• Tone (fun, serious, etc.)
• Color scheme (what works with the tone?)
• Language (jargon, scientific?)

GROUP TASKS
How can you effectively work together to succeed?

• Shared workspace
• Division of tasks
• Modes of communication
• Editing platform

Notes:


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