Office of University Communications  
Project/Creative Brief - Video

DATE:
Version: 1.2

VIDEO TITLE: [make it clear and simple]

PROJECT MANAGER/CLIENT: [Single point of contact for top-level project]
PROJECT OWNER(S): [People who manage areas impacted by the project (include them in project creation)]
PROJECT SPONSOR: [Name of highest-level person authorizing project. Usually the person with the budget.]

PURPOSE/AUDIENCE: Briefly, why are we doing this? Define the audience.
The purpose of this project is to:

DESCRIPTION: Literal description of what the project is:

WESLEYAN BRAND STRATEGY CONNECTION: Review our brand guidelines and Wesleyan 2020 and briefly describe how this project connects to the objectives.

PROJECT GOALS / SUCCESS CRITERIA
• How will you judge the success of the project?
• List clear success metrics here.

BUDGET & RESOURCES
What's the simple budget for this project, and where's it coming from? Are additional resources required?

PRIMARY CONSTRAINT (CHECK ONE):
• □ Time: This project must be completed by deadline
• □ Scope: This project must be completed in its entirety
• □ Resource: This project must not go over-budget

SCHEDULE / SUMMARY MILESTONES
• Date: Week 1: Initial Project Meeting. Describe core phases or critical benchmark dates here.
  –Assign Video Producer – Schedule Pre-Production Meeting.
• Date: Week 2: Script and Storyboard Review with Client.
  –Script and Storyboard Client Approval.
• **Date: Week 3 – 4:** Produce Video program. Gather and/or Shoot (record) Assets
• **Date: Week 5:** Post–Production. Motion graphics, music, rough edit.
• **Date: Week 6:** First rough” edit review with Client.
• **Date: Week 7:** Post–Production. Fine edit.
• **Date: Week 8:** Final edit review and approval with Client. Export final video to Brightcove platform

–Project Debrief

**BACKGROUND INFORMATION**
• What else do we need to know about this project or the landscape surrounding this project? List only highly relevant background factors here.

**PROJECT RISKS & RESPONSES**
• Describe reasonably possible risks here, along with how the project is addressing them.

**CLIENT APPROVAL:** ________________________________________________________________