



Project Questionnaire

Thanks for taking the time to fill out this questionnaire. This document will provide a blueprint for a proposal on the video concept, style, budget and timeline. Please answer to the best of your knowledge, and feel free to ask questions of your own!

- 1) What is the project scope? (If you need help, try filling out this sentence:
We need a video in order to explain _____ to _____
[intended audience] which will change/encourage _____).
- 2) What is the project goal? In other words, why do you want a video or video series? What do you hope viewers will learn or do after watching it?
- 3) What type of project do you envision? (eg. documentary, animated video, web series, etc.) What is your desired length?
- 4) Who is your audience? Describe your ideal viewer.
- 5) Where will the video(s) be seen? If online, how will people find them?
- 6) What resources can you provide in terms of production support, i.e. research, graphics, archival material?
- 7) Do you have any references for other videos that are similar in scope to the one you'd like us to produce? Please share the URL.
- 8) What is your desired timeline for delivery?
- 9) What is your target budget?