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How to Write a Brief

Points to consider when you are preparing a production brief:

1. **Program format**– educational, training or promotional video, documentary, TV commercial or community service announcement, viral, email or web site clip or CD-ROM etc.
2. **Reasons for initiating the project** – to complement educational resources, support the launch of new product, service or training program, etc
3. **Project's key messages and goals** – what do you want viewers to take away from this experience?
4. **Primary and secondary audiences** – who is your audience, how old are they and what are their language needs and levels of understanding?
5. **Screening context of program** – TV broadcast, webcast, staff or client presentation, stand-alone screening, direct distribution among community, etc
6. **The project's realistic duration** – attention spans are shorter than you may think
7. **Tone of program** – comedy, documentary, action, drama? What about the tone of the narrator? Is the program interview-based? Are actors required? What about a presenter?
8. **Graphics and special effects** – depending on budget, graphic animations can add value by visualising your messages.
9. **Timeframe** – delivery date, approvals, etc
10. **Shooting locations** – exterior locations, studio or client workplace?
11. **Concept development and scripting** – by production company or in-house by client?
12. **Budget range**
13. **Information about your business**