



CG Video Production

Pre-Production Checklist



Timeline

Start with the day you want to release the video, and work backwards. Give yourself some extra padding as well, just in case, there are any last-minute changes.



Creative Brief

Create a video creative brief that will form the foundation of your video. Be sure you know the purpose and tone of the video and you target audience. It's also a good idea to write down a list of needed supplies to determine what you still need to source.



Budget

Determine what you can spend on this video. If the video's purpose is lead generation, figure out the ROI you'd like to see and work backwards. Your sales team may be able to lend a hand with this.



Script

Write out what will happen in the video and any lines of dialogue. Be sure to put it in chronological order, so that it can be easily followed.



Storyboard

Now that you've written out the script, you can turn it into a storyboard. The purpose of this step is to determine which shots you need to get. Draw out each frame in the way you'd like to see the story unfold, taking into account camera angles.



Talent

All that's left is finding the cast for your video. Perhaps you can convince a few coworkers to get in front of the camera or family members. If you're aiming for a large scale production, you could consider hiring professional actors.

