|  |  |
| --- | --- |
| Project name |  |
| Contact name*Single point of contact* |  |
| Contact info  |  |
| Department  |  |
| Stakeholders*What unit will need to sign off on this video?* |  |
| Today’s date |  |
| Deadline |  |
| Budget |  |
| Producer*Who is filming and editing this video?*  |  |

# Background

*What relevant background information will help inform this project?*

# Goals and objectives

*What are the top three goals / objectives of this video?*

**1.**

**2.**

**3.**

# UVic Edge messaging

*Does this story contain the following key UVic messages? (Not all videos need to contain this messaging; however you may use this as a filter to determine the value of your project)*

* Dynamic learning that creates a natural advantage for our students: *research-inspired teaching integrated with hands-on experiences to accelerate personal growth and career success*.
* Vital impact that drives our sense of purpose: *as an internationally renowned teaching and research hub we tackle essential issues that matter—to people, places and the planet*.
* Our extraordinary academic environment that inspires new ways of thinking and bold action: *discovery, creativity and innovation come naturally here, in a vibrant Pacific Rim community rich with Indigenous and international perspectives*.

# Target audience

*Who are we talking to and what do we know about them?*

# Benefits

*Why should the audience care? What are the emotional benefits?*

# Key message

*What is the* ***one*** *impression you want your audience to walk away with?* ***Only one.***

# Personality

*What is the appropriate tone for this project? Do you have any examples of videos you’d like to emulate?*

|  |  |  |
| --- | --- | --- |
| * fun
* lively
* serious
* factual
 | * informative
* persuasive
* energetic
* exciting
 | * inspirational
* conversational
* other
 |

Example video: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Visual elements

*Are there any colours, logos, visual elements that should be incorporated? Who will be providing these elements?*

# Distribution

Once a video has been produced, approved and made live on our YouTube channel (*youtube.com/uvic*), go through this checklist to ensure the video gets maximum mileage and coverage.

**YouTube channel**

* Make “Featured” video on channel
* Add to Featured
* Add to Favourites
* Add to specific playlist within UVic channel

**Social Media**

* Tweet
* Post on Facebook

**Digital signage**

* Evaluate appropriate placement on the UVic digital signage network and deploy

**Notifications**

* Notify participants in the video so they can embed the video on their website. Provide embed instructions.
* Share link with key partners on campus, i.e. student recruitment for celebrated alumni, dept/faculty of video subject, etc.

# Rough outline

*Describe opening and closing scenes, interviews and locations.*

# Schedule:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Clip | Date + time | Location | Talent Name | Talent Contact info |
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