Message

* What message and or/information do you want to convey?
* Is it clichéd? Have others done it?
* Can you emulate from past or current effective commercials/films?

Audience

* Who is the target audience?
* How do you want to influence the audience?
* How will you capture (and keep) their attention?

Content

* What information do you need to tell the story?
* Where & when will you get this info? (\*Name specific sources and info learned through research!)
* What elements will you include? (pictures, interviews, additional footage, graphics, facts, songs/music)
* Who would be great to interview? (think: experts in the field, stakeholders?)

Filming Logistics

* How do you plan to shoot it?
* Where would it be ideal to shoot?
* Do you need to get any permissions (regarding when, where and who you film)?
* What equipment will you need? (School video cameras are limited – can I use one from home for some footage?)
* Who will be the “actors” and “extras” (if needed)?