

CREATIVE BRIEF CHECKLIST

- 1. Communicate the purpose, themes and story of your film.**
Examples: To sit in a larger advertising campaign, to tell the story of X, to express the deeper meaning of X, to make the audience feel empathy, to help change the brand image from traditional to more contemporary and cutting edge.
- 2. Provide an offline reference of the final edit.**
Low res export of your film with burnt-in time code (record code), including all supers and graphics (placeholders/WIPs fine) and guide audio. Extra helpful if data burn-in also includes offline reference name/version, source media clip name and time code.
- 3. Give direction about what the film should look & feel like.**
Examples: In addition to terms like saturated, de-saturated, bright, popping reds, low contrast and crushed blacks is what the film should feel like. Examples include natural, moody, bold, light & airy, vibrant, retro, sentimental, fun, warm & summery, clean, cinematic.
- 4. Give direction about what you DON'T want your film to look like.**
Examples: A reality TV promo, a moody & depressing film, a natural-looking doco.
- 5. Forward a visual reference that sums up the look & feel you're after.**
Still images are ideal, try Google Images or screenshot frames from a YouTube video. You could also share a video link but make sure you share what parts of the video are relevant.
- 6. Clearly communicate if 'time of day' is important.**
Example: First 2 shots should be dawn. We lost the sun at 01:09:43:20 but it should still be lunchtime in terms of story.
- 7. Share any specific concerns you have with any scenes/shots.**
Example: It should be hot and dry at 01:02:09:19 so remove any lush greenery. We don't want to be able to see the people's faces in the background of the final shot, if there's anything you can do to help.

