**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12045&utm_source=template-word&utm_medium=content&utm_campaign=Video+Production+Request+Form-word-12045&lpa=Video+Production+Request+Form+word+12045)Video Production Request Form**

**REQUESTOR**

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| Include your name, department, and contact information. This ensures that the production team knows whom to contact for further details or approvals. |

**PHONE NUMBER EMAIL**

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**DEPARTMENT**

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PROJECT

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| **NAME** | | |
| Provide a clear and concise name for your video project. This helps the production team easily identify and reference the project. | | |
| **DESCRIPTION** | | |
| Provide a brief overview of what the video is about and its purpose. This helps align the production team's understanding with your vision. | | |
| **TARGET AUDIENCE** | | |
| Specify the audience for the video. The audience's needs will guide the tone and style of the production. | | |
| **KEY MESSAGES** | | |
| Outline the primary messages or objectives you want to communicate. This ensures that the video's content aligns with your goals. | | |
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| OBJECTIVE | | |
| **SCRIPT / STORYBOARD** | | |
| If available, include a draft script or storyboard. This helps the production team visualize the video's flow and content. | | |
| **PRODUCTION DETAILS** | | |
| List logistical details such as shoot location(s), dates, and required resources. This helps the team plan the production schedule and resource allocation effectively. | | |
| **CREATIVE ASSETS** | | |
| Mention any creative assets you want to include, like logos, images, or music. This ensures the production team has all the necessary materials. | | |

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| SUBJECT | | |
| **PROJECTED TIMELINE** | | |
| Provide a timeline for the project's milestones and final delivery. This helps keep the project on schedule. | | |
| **IMPORTANT DATES / DEADLINES** | | |
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| BUDGET | | |
| **AMOUNT** | | |
| Indicate the budget for the project. This guides the production team's planning and helps align expectations. | | |
| **ADDITIONAL FINANCIAL PROJECTIONS / NOTES** | | |
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| COMMENTS AND APPROVAL | |
| **COMMENTS** | |
| Include any other important information or special requirements for the project. This allows any unique needs to be addressed upfront. | |
| **APPROVED BY** | |
| Specify who needs to approve the video. | |
| **APPROVAL PROCESS** | |
| Describe what the approval process looks like. This ensures a smooth review and approval phase. | |
| **DATE** | **SIGNATURE** |
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