

Film brief worksheet

A useful film begins with a clear job. Fill this in before scripting or choosing a visual treatment. Print it or annotate it in your PDF app.

PROJECT: _____

01 / VIEWER + QUESTION

Who is watching? What do they need to understand or decide?

02 / MESSAGE + PROOF

Write one main message. Which real detail or example supports it?

03 / PLACEMENT + ACTION

Where will the film appear? What should the viewer do afterwards?

04 / ASSETS + ACCURACY

What footage, screens, brand files and references exist? What must stay exact?

05 / SCOPE + APPROVAL

List the main film, versions and review stages. Who approves each stage?

DEADLINE: _____ BUDGET / LIMIT: _____

Agree usable inputs, review rounds and the delivery date before production starts.