



www.end2endproductions.co.uk • 07748 886354 • victoria@end2endproductions.co.uk
UK registered company number 7150076, VAT reg 985 624 73

Writing a film brief

Ever wondered what you should include in a video production brief? Follow our ten point checklist to make sure you've got everything covered.

If you are thinking about commissioning a film, the following checklist should help you decide what to include in your brief. The more detailed your brief is the more accurate your quotes will be and the easier it will be to compare them.

Here are our ten points:

1. A brief overview of the project including:
 - What the film is about.
 - The key messages.
 - Why you want to make the film.
 - The participants and audience/s.
 - What you want the impact of the film to be – is there anything that you want the audience to do as a result of watching the film?
 - How you will be distributing the film (of course you can ask for advice on this as well).
 - Your deadline.
2. How long the film should be. Should it be broken into chapters?
3. Any specific dates that you would like filming to take place on – for example if there is a planned event that should be included.
4. Filming locations.
5. Do you have any previously shot footage that could be included and what format is it in?
6. What final formats you will require – eg files for YouTube, high resolution files (if you will be showing it on a large screen).
7. How many (if any) DVDs do you require for distribution?
8. Do you want the film subtitled in English or any other languages?
9. Do you want the film to have British Sign Language on it?
10. Do you require references from the production company?

Each of our films began life as a quote, so we are well practiced in quoting for different clients. Before setting up End 2 End Productions, Victoria commissioned films herself and so she knows how difficult it can be to compare quotes. You can avoid this problem by providing a tight brief, but we know that this isn't always easy, as you might not know exactly what you want. We can help you with this. Give us a call to arrange your free consultancy and we'll help you work through your film and the key figures you'll need for price comparison.