
Film brief

An example film brief to help you through the production process and ensure you get everything you want out of your film.

Film summary

Title of project	
Please provide a short summary of what you want your film to be	
Style of film (e.g. documentary, showreel, music video, event film – please give any examples to films you like/dislike – to represent the style you seek)	
Length of film (let us know if you would like different length edits)	

Key dates

Film completion date	
Specific filming dates with location, if applicable	
Specific dates to be acknowledged when planning the production process (e.g. a key stakeholder or contributor with limited availability)	

Locations

Specific locations film, if applicable	
Is permission needed to film at these locations?	

Contact details

Who is the person that should be contacted regarding the production of your film? (Ideally there will be one main contact.)	Name: Email: Office number: Mobile number:
Contact details for all who need to 'sign off' the film and its various production processes (e.g. key partners that need to approve the final film or production process)	

Production

Key people, places, objects that you want within your film	
Key messages, stories and points that you wish to communicate	
How you intend to use your film (promotional, educational, brand awareness etc)	
Target audience	

Music

Do you want music in the film?	
What general feel/ambience of music would you like to use? Is there a specific song you want? Is this song copyright cleared?	

Archive

Is there media that is already captured that you would like in the film? Please itemise all media (film footage/jpegs/animations) that exists that you would like to use, specifying its location	Film footage	
	Images	
	Animation	
	Other	

Deliverables

Title of final film	
If you require deliverables other than an uncompressed QuickTime file, a compressed Quicktime H.264 file and 2 DVD copies please write details	
Contact details of who will receive deliverables	Name: Email: Office number: Mobile number:
Can you provide a hard drive to upload the final film files onto?	
Platforms e.g. what platforms do you wish to put the film onto – website, YouTube, press launch, TV?	

Accreditation

Logos or branding contained to be contained in the film. Please specify where they should be positioned in the film and state where they can be found.	
Credits e.g. special thanks	

Rushes retention

Will you require a copy of all footage captured at the end of the production? If you only require specific footage please specify here	
Do you wish for footage to be stored after the completion and delivery of the final film? (If not all footage will be deleted once film has been produced.)	

Other notes

Please write here any other details that should be considered during the production of your film	
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