



The Foundation Assisting Canadian Talent on Recordings
With Support From Canada's Private Radio Broadcasters

Video Proposal & Treatment: Instructional Guide

- This template is only an example of a Video Treatment structure
- This template is not the only style of Video Treatment
- If you are working with a video production company - the treatment is usually proposed by the Director.
- Tailor the document to reflect your own ideas
- Double check your spelling and grammar

Video Overview

Summary/Overview of Video Concept

Give a summary of what the video will be about.

Storyboard

Include a storyboard outlining the concept of the video.

Artist & Director's Bios

Include the bio for the Artist and Director of the video – include relevant past projects, education, awards, etc.

Technical Elements

Camera

List and describe the type of camera(s) to be used - detail the style of filming including the focus, angles, height and any additional camera equipment required (dolly, job, etc.)

Lighting

Describe the colour and tone of the lighting for the video - detail any special lighting required (strobes, dimmers, gels, etc.)

Editing/Post

Describe the planned editing of the video – detailing things such as the pace, focus, any special effects, etc.

Production Aesthetics

Casting

Describe who will be in the video - detail roles and characters.

Wardrobe

Describe wardrobe, makeup and hair styling where relevant.

Choreography

If applicable detail any choreography plans including names of choreographers, number of dancers, etc.

Visual Samples

Include visual samples of the look and feel the video is trying to capture.