

# Treatment

Project title: \_\_\_\_\_ Client: \_\_\_\_\_

Producing team: \_\_\_\_\_ Business: \_\_\_\_\_

Completion date (est.): \_\_\_\_\_ Contact information: \_\_\_\_\_

## The concept

Use your research to create a *concept statement*—a very brief summary of the theme and purpose of the video.

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## Scene description

Briefly describe the action for each scene.

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## The approach (style)

Explain what techniques you will use to effectively communicate your message/story. (Examples: You will use composited video to create action scenes. You will use black-and-white filters and music from the past to give your project the feel of a documentary.)

Music style: \_\_\_\_\_

Narration style: \_\_\_\_\_

Transition type \_\_\_\_\_

Video effects: \_\_\_\_\_

Other style: \_\_\_\_\_

Client signature: \_\_\_\_\_