

## Video Treatment Worksheet


The treatment is an opportunity for you to outline what you want to say and how you want to say it, as well as to add some elements of the look and feel of the video you want to make. Here, you can indicate what tone and approach you think your video should take and how you think you should sequence your ideas and information.

To begin the treatment, identify your main content objective:

What is your “hook?” What piece of information do you think will immediately grab your audience, connect your topic to their lives and interests, and make them want to learn more?

What ideas and information would you like to convey and in what order do you think they should be sequenced?

What visuals will help you to illustrate your ideas and information and ultimately help you to meet your content objective? Here, you might also indicate how your visuals and audio elements will set a particular mood or tone.

A large, empty rectangular box with a thin black border, intended for the user to provide answers to the question above. It occupies the majority of the page's vertical space.