FARMER STUDIO — RESOURCE

Video Production Brief Template

Everything a production company needs to know before they can quote accurately and produce work that does what you actually need it to do.

VIDEO TEMPLATES STRATEGY

Video Production Brief Template

A video brief that leaves things undefined produces a quote for something vague and work that misses the point. The clearer the brief, the more accurately you'll be quoted, the fewer surprises you'll encounter in production, and the higher the likelihood the finished film does what it needs to do.

This template is designed for businesses commissioning brand films, event documentation, social media video, and short-form promotional content. It covers the questions any production company should be able to answer before they start shooting.

Section 1: The Business and Context

Business name and what you do:

What is the primary audience for this video? Describe them specifically — who are they, where will they see this video, what do they know about you before they see it?

What is the context in which the video will be watched? Examples: Instagram Reels feed, homepage hero, projected at an event, shown during a sales meeting, played at a trade stand. Each context has different requirements for length, style, and sound design.

What exists already? Brand guidelines, previous video work, photography, tone of voice documentation — anything that gives the production team context about the brand they're working within.

Section 2: The Film Itself

What type of video is this? Examples: brand / about film, product demonstration, event highlight reel, testimonial, social media content series, documentary short, training or explainer video.

What is the single most important thing the video must communicate? Resist the temptation to list multiple things. A film that tries to say five things says nothing clearly. What is the one thing?

What do you want the viewer to feel after watching? The emotional impact is as important as the informational content. Inspired? Reassured? Excited? Hungry (literally, for food content)?

What do you want the viewer to do after watching? Visit the website, make a booking, attend an event, share with a friend? The intended action shapes the structure and the call to action.

Approximate length: Note that shorter is almost always better than longer. For social media: 15–60 seconds. For brand films: 90 seconds to 3 minutes. For documentary or event films: 3–10 minutes. What length have you seen working well for similar content?

Section 3: Creative Direction

Describe the tone you're aiming for: Adjectives work well here: warm, cinematic, high-energy, intimate, authoritative, playful, documentary-style, editorial. Include examples of video work you admire and specifically what you admire about it.

Will there be dialogue, interview, or voiceover? If interviews: who will appear? Are they comfortable on camera? What subjects will they cover? If voiceover: will you provide a script or does the production company write it? What voice type? Male/female/non-binary, accent considerations, tone?

Music: Any preferences for style or mood? Are there tracks you already like as reference? Note that licensed music for commercial use has a cost — your production company can advise on options and pricing.

On-screen text, subtitles, or captions: Is captioning required (accessibility, sound-off viewing)? Any specific text elements needed?

Section 4: Practical Details

Filming dates: Do you have specific dates in mind? Are there events, seasons, or locations that must be captured?

Filming locations: Where will filming take place? Are locations confirmed? Are there any access restrictions or permissions required?

People appearing on camera: Who will be filmed? Are they employees, customers, performers? Will consent and release forms be needed? Are there any considerations around children or vulnerable adults?

Props, products, or materials: What needs to be available for filming? Who is responsible for preparing these?

Delivery timeline: When does the finished film need to be ready? Is there a hard deadline (event, launch, campaign)? What are the key milestones (rough cut review, final sign-off)?

Section 5: Deliverables

What formats are needed? Different platforms require different specifications:

PLATFORM	RECOMMENDED FORMAT	ASPECT RATIO	MAX LENGTH
Instagram Reels	MP4, H.264	9:16 (vertical)	90 seconds
Instagram Feed	MP4, H.264	1:1 or 4:5	60 seconds
Facebook	MP4, H.264	16:9 or 1:1	Varies
YouTube	MP4, H.264	16:9 (landscape)	No limit
TikTok	MP4	9:16 (vertical)	10 minutes
Website embed	MP4, H.264	16:9	No limit
Event projection	ProRes or high-bitrate MP4	16:9	No limit

How many edits or versions? One master film, cut-downs for social media, portrait and landscape versions — be specific about what you need and when you need it.

Will you need raw footage or photography from the shoot? Some productions include this in the scope; others charge separately. Clarify upfront.

Section 6: Budget and Process

Total budget range: This helps a production company propose a realistic scope rather than quoting for something abstract.

Decision-making process: Who needs to approve the brief, the rough cut, and the final film? How many people are in the approval chain? Knowing this upfront sets realistic timelines.

Previous experience with video production: Have you commissioned video before? What worked and what didn't? Any lessons from previous projects that should inform this one?

How Production Companies Use This Brief

A good production company will: 1. Confirm they understand the brief and ask clarifying questions 2. Propose a creative approach (treatment) before production begins 3. Show you relevant examples of comparable work 4. Quote clearly with scope defined in writing

A brief that clearly answers the questions in this template gets better creative treatments, more accurate quotes, and — ultimately — better films.