SESSION 4

Creative Brief Template

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Phase 1: *Create a video brief*

Map out your video project before spending valuable time on production. Use this guide to determine the purpose of the video, who you want to reach, how the audience will view it and a call to action:

Purpose What is the main goal of your video?	
Distribution How will people see this video? Where will the video live?	
Audience Who are the key audiences for this video?	
Call To Action Are you making an appeal for action? What's the most compelling and succinct way to ask the viewer to act?	

Phase 2: *Write a script or talking points*

Writing a script in advance ensures that your messaging stays on target. Scripts and talking points should be succinct statements that are easy to listen to and follow along. Before diving into a script, write out some ideas for narrative structure using the following:

Beginning	Middle	End
What is your organization? What are you trying to accomplish? Is there a problem you're trying to solve?	How is your organization tackling the problem? What are key accomplishments that you can share?	What idea, impression or emotion are you leaving the viewer with? What's the takeaway?

Tips on writing the strongest language for video

- **Less is more!** Spend time choosing your language carefully in order to convey more. Keep in mind the shortened attention spans for videos online.
- **Write visually.** Use language that reinforces what your audience is seeing on screen.
- **Avoid homonyms or convoluted sentences.** Make sure that your words flow clearly.
- **Read your draft out loud** to test its oral legibility and length of time to read.

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Creative Resources: Useful Links

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Useful links:

- Social media image sizes
  - When in doubt or if you don't have capacity to create multiple sizes, a square image (1080 x 1080px) will work across most platforms.
- Preparing files for print
- Difference between digital and print design
- Design principles

Free stock image sites:

- Unsplash, Pexels and Pixabay
- Vecteezy (free if you include attribution)
- Nappy (specifically features Black and Brown people)

Design programs:

- Canva: Nonprofits can apply for a free premium account.
- Adobe Creative Cloud
  - **Photoshop**: Best for photo editing, digital graphics, single page print materials and light animation/video editing. [Beginner tutorial | Free alternative: GIMP]
  - **InDesign**: Best for copy-heavy documents with multiple pages (e.g., annual reports, brochures) [Tutorials | Free alternative: Scribus]
  - **Illustrator**: Best for creating graphics and illustrations, especially logos. Since it is a vector-based program and images created in it can be enlarged without losing quality, it is suitable for both digital and print materials. [Beginner tutorial | Free alternative: InkScape]
- Google Slides: Best for online collaboration, similar to PowerPoint. [Beginner tutorial]
- Adobe Express: Very similar to Canva. [Comparison of Adobe Express and Canva]

Sites for finding freelance graphic designers:

- Upwork
- Women Who Design; API Who Design; Blacks Who Design (+ other sister sites)

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Design Checklist

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Questions to consider when developing creative assets:

- ☐ Does this tactic fit my strategy?
  - Write a creative brief (see next page for template) before starting the design, and make sure the materials you create make sense for your goals and audience.

- ☐ Do these designs reflect my organization's brand?
  - Make sure to follow your organization's brand guidelines if they exist.
  - If you don't have a brand guide, look at existing materials on the website, social media and other collateral to get a sense of your organization's main colors, fonts, types of imagery and general visual style.

- ☐ Does my file fit the correct technical specs needed for the platform or printer?
  - Ensure you have the correct file type and dimensions. For print materials, check with your printer if you will need to provide a bleed area and/or crop marks.

- ☐ Is the content presented in a way that is easy to read and makes sense?
  - You want to create a hierarchy that visually ranks information from most to least important. The most important information should be what the eye is drawn to first. Create contrast between elements using different sizes, shapes, fonts, colors, location and/or white space.

- ☐ "White space" (or negative space) is not necessarily white in color. It is the empty space between design elements and is used to give content more room to breathe and make things easier to read.

- ☐ Does this graphic have a clear message and/or call to action (CTA)?
  - There should only be one main message you are trying to convey – too many and you risk confusing the reader or losing their interest.
  - Where appropriate, be sure to include a clear CTA to encourage the viewer to take action – even if it's something simple like "learn more here."

- ☐ If using photos, are they the best images for your purpose?
  - Check that the photos reflect the diversity of your community or target audience. "Real" photos are more authentic than stock photos, if you have access to them and have permission to use.
  - Photos should be well lit and cropped in on the subject to create more impact (but don't cut off any faces).

- ☐ Is this image accessible to everyone?
  - When posting images on social media platforms, include a description of the graphic in the Alt text field. Most will be generated automatically, but check and edit them as needed. (See how to add on Instagram, Facebook, Twitter, LinkedIn).

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[Insert Organization Name] Media Permission & Release Form

I hereby grant [Insert Organization Name] permission to use my photograph(s), video(s), image(s), name, likeness, interview, or artwork (described and linked to below) on its website, emails, partner websites, mobile site and app editions without payment or any other consideration.

In addition, I waive the right to inspect or approve the finished product, including written or electronic copy. I verify that I am the rightful owner of the images or other materials described below and have the right to grant this permission.

I hereby release [Insert Organization Name], including its affiliates and officers, from all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons acting on my behalf may have by reason of this authorization.

I fully understand the contents, meaning, and impact of this release.

_____

Signature

_____

Name (Printed)

_____

Signature - Parent or Guardian if a minor

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Video How-To Guide

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Shoot your video

Many video projects can be completed without a professional crew or high-end equipment. Follow the steps below to easily record a video:

1. **Grab your smartphone and open the camera app.**
2. **Rest the phone on a flat surface or stand to produce steady footage.** If you prefer to hold it, keep the phone as still as possible.
3. **With the exception of Instagram stories and TikTok, videos are usually widescreen.** So it's important to make sure the orientation is consistent. Don't switch from landscape to portrait mid-video.
4. **Check your background.** Before you start recording, take a look at your background and make sure there aren't too many distractions. Adjust and move objects as needed.
5. **Find good lighting.** Be sure to face the light source so that the light spreads evenly across your face. Natural light is one of the best light sources for your video. If you can't get that, lamps work great, too. Just make sure we can see your face.
6. **Make sure you are not in a noisy environment.** Background noise could ruin the audio and take attention away from what you are saying.
7. **Speak into a microphone.** A general rule for clear audio is to get your microphone as close to you as possible. If possible, make sure you are in a quiet setting.



8. **Hit record to shoot the video.** Make sure to speak loudly and not too quickly. Hit the record button again when you are ready to stop fflming.
9. **Keep the video short.** To be effective, try and keep your videos around 30 seconds to one minute long.
10. **Save the file.** Give it a recognizable name so you can easily pull it up when uploading.