

Story Communication

Answer these questions:

Who/What is _____?

1. AUDIENCE: Target viewers, the specific people who should be watching your video or who you want to watch your video. You don't necessarily watch the same shows as your parents and they don't always like what you watch... and that's OK... you need to know your *Target Audience!*

2. FRAMEWORK: The method of presenting facts (animation, drama, demo, sit-com, music video, etc.)

3. GOAL: A general outcome, purpose. "Why am I making this video...?"

4. OBJECTIVE: Specific, measurable outcomes– what the viewer will **know, do, think, feel**, after viewing your video.

5. CREATIVE CONCEPT: A basic "thing" that ties your facts together in a creative way that holds your audience's attention. Examples- music, sound effects, colors, titles, etc. There is no right or wrong answer for this- you just have to decide if it works or not. Think of the "Jaws" music bed- da da, da da... every time we hear that ominous music, we know something bad or startling is going to happen with the shark- through the whole movie!

