

## Writing a Treatment

A **treatment** presents a clear synopsis of your storyline, demonstration, or tutorial. This is the first step in organizing ideas for developing a short video or longer documentary.

A professional treatment (such as for a TV documentary) generally includes the program's overview and objectives, the creative concept, technical approach, potential contributors, and a project timeline. A production's treatment is critical in solidifying the "producer – client" agreement on the scope and development of the program.

One way to start your plan is to develop ideas using index cards or sticky notes. By the time you've written a dozen or so cards, you not only have a presentable short notes-style video treatment for the storyboard, committee, or your film crew. but now you can move things around as elements of perceived importance shift in importance.



This strategy provides you and your team with the beginnings of your storyboard and video script or voiceover.

Use the planning templates on the following pages to begin planning your video and script. If you are making a tutorial video, you might want to read the directions for planning a **Structured Micro Lesson**.

Then use the storyboarding template to plan a sequence of shots.

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### I. Overview

List Film Crew Members:

Title:

Target Audience:

Narrative description – Briefly describe the storyline and purpose:

### II. Planning: Identify people “in front of” the camera

Talent (Who will take each part)	Describe Role in Video (e.g., character, demonstrator)	Short description for each role

### III. Planning: Identify general locations for each shoot

#	Location(s) for the shoot - Describe (each) Setting:	Talent? Props? needed?	Special techniques (e.g., camera, lighting)?	Sound tract/audio (e.g., music, sound effects)?

### IV. Planning: Use a spreadsheet to develop a storyboard and shooting script

#### Developing Shooting Scripts & Storyboards



Shot or Frame #	Visual	Audio Character(s) speaking? Music? Sound effects?	Voiceover/ Narration	Camera Notes Long shot, medium, close-up, pan, slow motion, etc.