Videography Intake Form

Which UNT Strategy does your video project most support? (can only choose 1)
○ People & values  ○ Learning & discovery  ○ Quality experiences for lifetime success
○ Sustainable growth, finance, & resources

Who is the primary intended audience? (can only choose 1)
○ Internal - Faculty/Staff  ○ Internal - Students
○ External - Press/Media  ○ External - Donors/Alumni  ○ External - Public

In what format will the final video be needed?
○ Website, Youtube, Facebook- full frame  ○ Instagram & Twitter – square ratio
○ Other (please specify) _________________________________________________________________

How do you think your audience will view this video?
○ Classroom/Lecture  ○ UNTHSC Campus Event/Ceremony
○ In email (ex: distributed via Daily News)

What is the purpose of this video? Please be as specific as possible: _____________________________

________________________________________________________________________________________

How do you think this video will promote the HSC Brand strategy you selected above? _____________

________________________________________________________________________________________

Is there a set location and/or date/time where this video needs to be filmed?* _______________________

________________________________________________________________________________________

Date: ____________________
When do you need the video by?: __________________________________________________________

Other items to consider:
○ Do you have a script or video outline? ○ Do you have music in mind?
○ Do you have a moodboard or photo inspiration to share?

Please list all the contact information for anyone whom you expect to be a part of this video: _______
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________

* I was part of this intake process and am agreeable to work within the timeline that will be proposed by the OBC.

Client Signature_________________________________________   Date: ___________________________

Please contact Andrea.Palaia@unthsc.edu or 817.735.2115 for further questions.