

THE PRODUCTION CANVAS

Organisation / Project:

Story / Tagline:

Purpose: *Why are you telling this story?*

STORIES
FOR
IMPACT

TALENT & LOCATIONS:

*WHO is starring in our film?
Location contacts, Interviewees,
Special guests, Voiceover
Extras & Vox pops*

TEAM:

*WHO is making this film?
Producer, Director, Operators,
Assistants*

INTERVIEW QUESTIONS:

Key question/s for each interviewee

SHOTLIST:

*What are we shooting?
Subject / Type / Direction*

SCHEDULE:

*WHO / WHAT, WHERE & WHEN!
Runsheet, interviews, breaks*

EQUIPMENT:

*What GEAR do we need?
Cameras, Lens, Grips, Sound, Lighting
Computers & data*

LOGISTICS:

*So many other things to consider!
Travel, Accom, Parking & Loading
Storage, Catering, Weather, Sitemaps,
WHS & Emergency contacts*

BUDGET:

How much will we need to spend? Talent, Crew, Equipment, Travel & accom, Catering

NOTES:

Some more things to think about: Recce, Release forms, Insurances, Pre-interviews, Power, Internet, Comms, Security, Cash & local currency