

# How to make a video proposal

Your video proposal should be roughly 2.5 minutes in length. Every proposal has the following six sections:



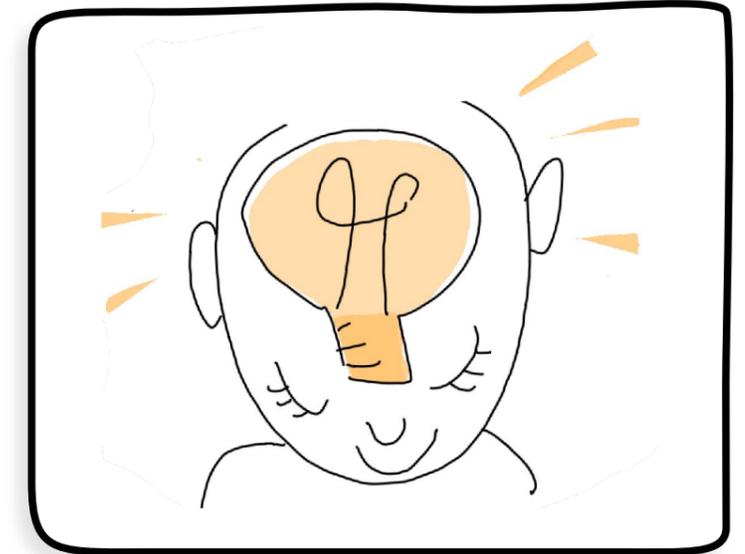
## SECTION 1: CONTEXT

Introduce your group and the context of your proposed project.



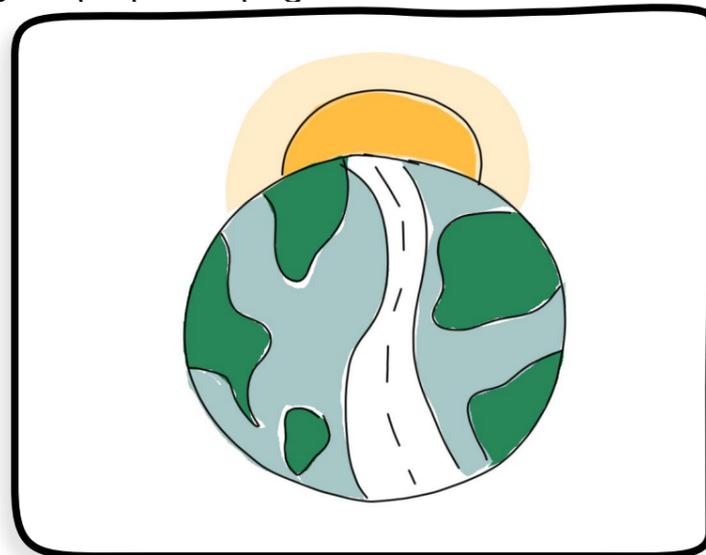
## SECTION 2. PROBLEM STATEMENT

What problem is your proposed project going to solve?



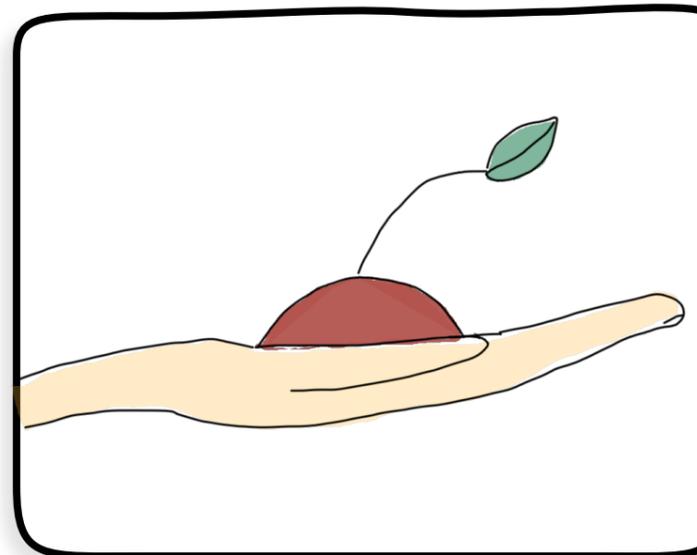
## SECTION 3. PROJECT IDEA/VISION

What is your big picture idea for solving the problem you stated?



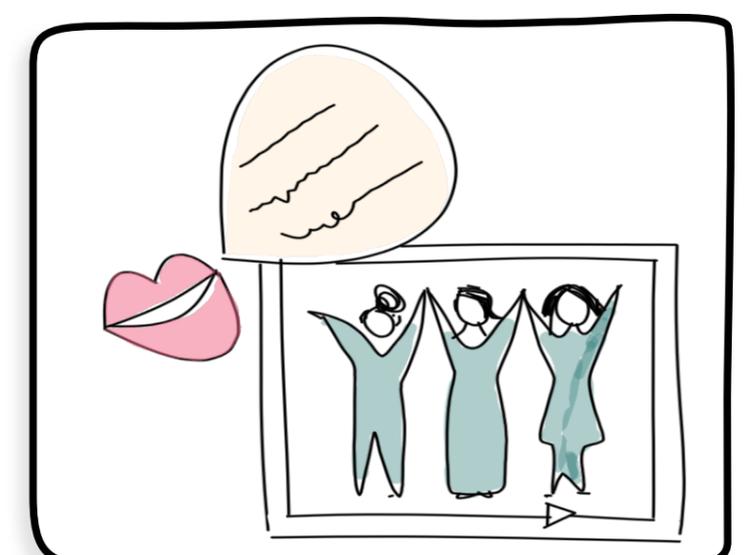
## SECTION 4. CORE OBJECTIVES

Explicitly list what you will do to accomplish your project vision.



## SECTION 5. EXPECTED OUTCOMES

Discuss what measurable effects you expect to see as a result of your project.



## SECTION 6. CLOSING STATEMENT

Summarise and justify your project. Convince your audience!