

Tips for... Producing a project video

VIDEOS ARE AN IDEAL TOOL FOR INFORMING PEOPLE ABOUT A PROJECT AND ITS IMPACT, REPORTING ON PROGRESS, GIVING A VOICE TO BENEFICIARIES, AND DEMONSTRATING VARIOUS OBJECTIVES, ETC.

BEFORE PRODUCING A VIDEO, IT IS ESSENTIAL TO LIST ITS OBJECTIVES, TARGET AUDIENCE, AND MESSAGES. YOU MUST THEN PLAN WHICH FORMATS THE VIDEO WILL BE PRODUCED IN AND HOW IT WILL BE DISSEMINATED (LENGTH, COMMUNICATION CHANNEL)

1

HIRE A PROFESSIONAL SERVICE PROVIDER

To produce a high-quality video, it is often necessary to hire a professional with specialist equipment. We can provide names of service providers that we already work with in your area of operation.

2

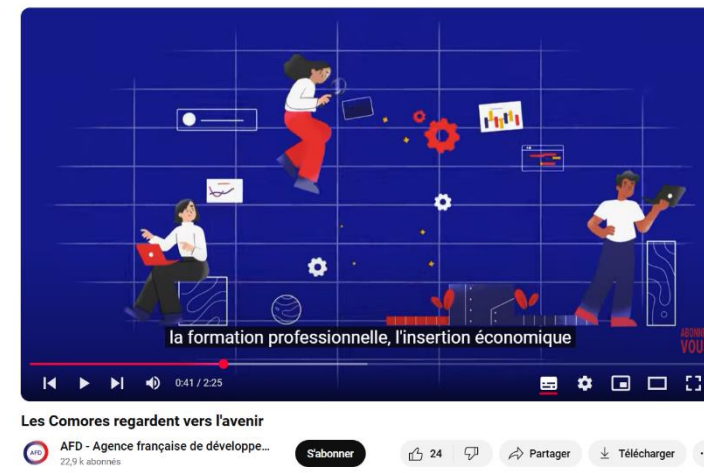
FORMULATE CLEAR AND PRECISE REQUIREMENTS

To produce a video suited to the project's needs and the target audience, you should clearly explain your expectations to the service provider responsible for producing your video. It is essential to provide a clear brief and a guidance note before starting production of the video.

3

WRITE A SCRIPT AND DETERMINE THE LENGTH OF THE VIDEO

Writing a script is a key part of video production. It is important to clarify all the information required to make the video before production starts: length of the video, required camera angles, capacity to film in the field and the network of contributors, as well as the logos and partners to be referenced.



KEY POINTS WHEN DISTRIBUTING A VIDEO

- Ensure the visibility of AFD and/or other stakeholders (EU, etc.).
- Select the optimal video format and length depending on the distribution platform (TV, website, social media, etc.).
- Avoid overly long videos and opt for short formats (less than 3 minutes).
- Select the best distribution channel(s) to reach your target audience.
- Determine the best time to broadcast the video to maximize its reach.
- You can download a [sample image rights assignment form here](#), and a [sample copyright assignment form here](#).