

Planning Template for Influential Videos

The best videos require careful planning and structure. Use this template to begin thinking through the final product you are trying to create.

What is the **topic** of your video? Can you think of a clever title for your video?

What **emotions** are you trying to convey in your video? How do you want your readers to feel when they are finished watching your video?

Slide clusters are groups of images, statistics, quotes, and facts about one related concept. They act like paragraphs in a video, helping organize ideas and guide viewers through a story. What concepts could you create slide clusters around in your video?

Catchphrases are simple phrases that emphasize main ideas repeatedly throughout a presentation or serve as a transition from one cluster of slides to the next. What catchphrases would work well for your video?

Content rhythms are clear patterns in the way that images, facts, quotes, and statistics appear in a video. They make it easy for a viewer to follow a video and predict what is coming next. A content rhythm might look like this: Fact, Fact, Catchphrase, Image. What content rhythm would work well for your video?