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Shoot day checklist

Date _____ Location _____ Videos _____

A day or two before

- [ ] Topics for the week picked from the content plan
- [ ] Every video has a script: hook, 2-3 points, last line
- [ ] Scripts read out loud with a timer
- [ ] Videos grouped by location, outfit and light
- [ ] Outfits ready, props and the brand's product on hand
- [ ] Brand brief read again, if there's a sponsored video
- [ ] Weather checked for outdoor shots

What to bring

- [ ] Phone with at least 10 GB free
- [ ] Tripod or phone mount
- [ ] Lav or wireless mic
- [ ] Light: ring light or panel
- [ ] Power bank and cable
- [ ] Lens cloth
- [ ] Change of clothes
- [ ] Water and a snack

Before the first take

- [ ] Lens wiped
- [ ] Do Not Disturb on
- [ ] Vertical 9:16, 4K or 1080p at 30 fps
- [ ] Light in front or to the side, no bright window behind you
- [ ] Camera at eye level
- [ ] Focus and exposure locked: press and hold on your face
- [ ] 10-second test clip, sound checked in headphones

While filming

- [ ] 1-2 second pause before you talk
- [ ] 2-3 takes of the first line
- [ ] B-roll: hands, details, wide shot, 5 seconds each
- [ ] A still frame for the cover: close-up, no movement
- [ ] Each filmed video ticked off below

After

- [ ] Files backed up to the cloud or a computer
- [ ] Files named by date and topic
- [ ] Videos marked as filmed in the plan, with a post day
- [ ] Drafts sent to the brand for approval

Video list

#	Video	Location	Outfit	Takes	Filmed
1					☐
2					☐
3					☐
4					☐
5					☐
6					☐
7					☐
8					☐
9					☐
10					☐
11					☐
12					☐
13					☐
14					☐