**Video - Concept / Treatment / Justification**

**Concept – (The big ideas)**
1. Describe context
2. Give a brief descriptive outline of your video (narrative/performance/concept)
3. Describe the image portrayed in the video and how this may add to their appeal
4. Describe the aims of this video
5. Give a detailed description of the intended ‘target audience/s’

**Treatment - (How you will do it)**
1. Describe the tone (humorous, rebellious, amorous, romantic, etc) of the proposed video
2. Describe the Motifs, Symbolism, Realism, Ideologies etc – to be incorporated within your video

**Justification – (Why you will do it that way)**
1. Explain why this approach to the video will be the best way to sell PBL
2. Why you think this video will reach its’ target audience
3. Describe the challenges you foresee in production
4. Give an outline of any costs or time constraints and explain how they will be addressed