

Director' s Treatment Template

DIRECTOR' S TREATMENT

[Project name]

[Brand / product] [Version] [Date]

How to use this template

Confirm the brief, then develop the creative, visual and production plan. Keep relevant slides and duplicate any that need more detail.

Images: replace grey frames; keep their aspect ratio.
Text: replace prompts and blank fields.
Update the version and page numbers before review.

Understanding the Brief

BRIEF UNDERSTANDING

The problem to solve

[State the current problem and this film's role in one sentence.]

Communication objective

[What should viewers understand or do?]

Core audience

[Who they are, their context and decision barriers.]

One key message

[The priority message and the evidence behind it.]

Creative boundaries

[What must appear, what cannot be claimed and what remains open.]

Creative Description

CREATIVE DESCRIPTION

Creative idea

[Describe the story or demonstration in 1–2 sentences.]

Opening

[The specific event in the first few seconds.]

Development

[How the information or emotion builds.]

Ending

[How the brand appears and what viewers do next.]

Visual choices: [Lighting, framing, colour, materials and performance. Be specific.]

Visual Mood

VISUAL MOOD

Insert reference image

1. [Reference focus / source]

Insert reference image

2. [Reference focus / source]

Insert reference image

3. [Reference focus / source]

Insert reference image

4. [Reference focus / source]

Insert reference image

5. [Reference focus / source]

Insert reference image

6. [Reference focus / source]

Film References

FILM REFERENCES

Video still

Reference 1 [Title / link]

[Identify the relevant shots, pacing or performance. Add the source and permitted use.]

Video still

Reference 2 [Title / link]

[Identify the relevant shots, pacing or performance. Add the source and permitted use.]

Video still

Reference 3 [Title / link]

[Identify the relevant shots, pacing or performance. Add the source and permitted use.]

Models and Actors

CASTING



Insert casting reference

Role 1: [Purpose]

[Age range / presence / language / acting needs]
[Casting reference / confirmed talent]
[Source and likeness usage rights]



Insert casting reference

Role 2: [Purpose]

[Age range / presence / language / acting needs]
[Casting reference / confirmed talent]
[Source and likeness usage rights]



Insert casting reference

Role 3: [Purpose]

[Age range / presence / language / acting needs]
[Casting reference / confirmed talent]
[Source and likeness usage rights]

Location and Art Direction

LOCATION & ART DIRECTION

Actual location photo

Corresponding art previs

Scene ID: [S01] Location: [Enter] Photo source: [Enter]

Actual conditions: [Space / light / power / noise / availability]

Planned changes: [Set dressing / colour / props] Approver: [Enter]

Props and Wardrobe

PROPS & WARDROBE



Main product



Prop reference



Wardrobe reference

[Name / quantity / style]

Purpose / shot IDs: [Enter]
Provider / arrival date: [Enter]
Image source / status: [Enter]

[Name / quantity / style]

Purpose / shot IDs: [Enter]
Provider / arrival date: [Enter]
Image source / status: [Enter]

[Name / quantity / style]

Purpose / shot IDs: [Enter]
Provider / arrival date: [Enter]
Image source / status: [Enter]

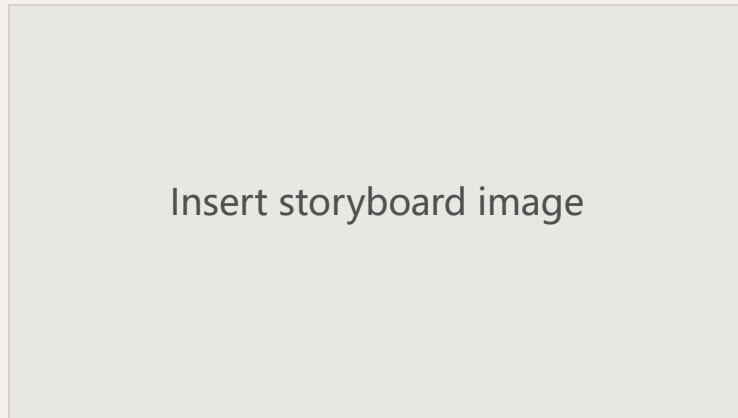
Voiceover and Subtitles

VOICEOVER & SUBTITLES

Time / shot ID	Voiceover / dialogue	On-screen text
[Enter]	[Enter / none]	[Enter / none]
[Enter]	[Enter / none]	[Enter / none]
[Enter]	[Enter / none]	[Enter / none]

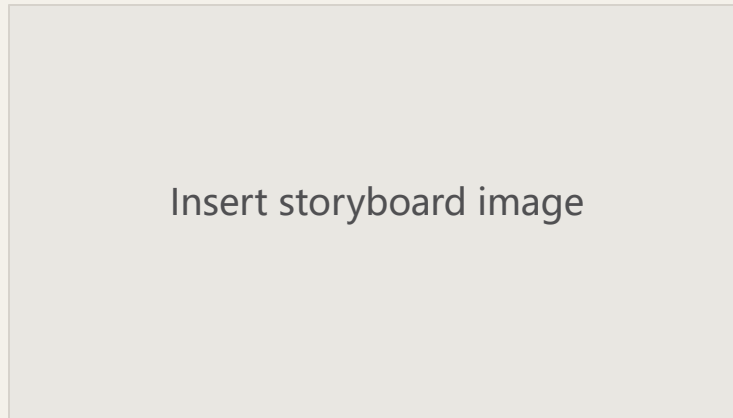
Language and tone: [Enter] Pronunciation / proper names: [Enter]
Allow time to read subtitles. Product statements must match the approved information.

01 Time: ____



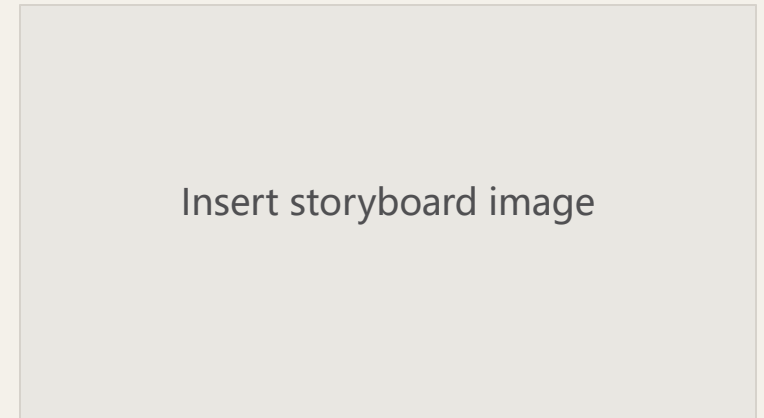
Visual / action:
Voiceover / text:

02 Time: ____



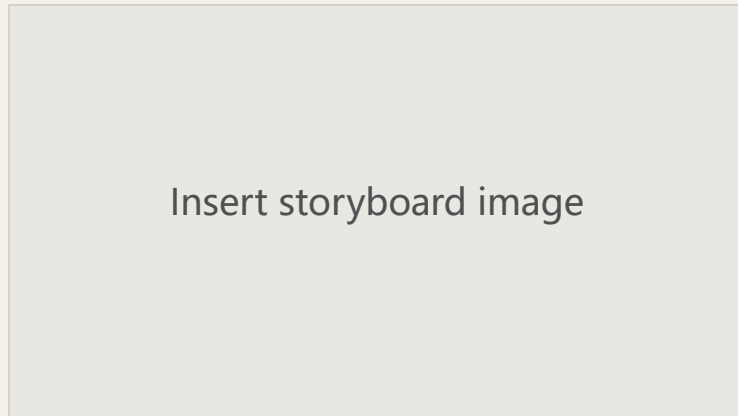
Visual / action:
Voiceover / text:

03 Time: ____



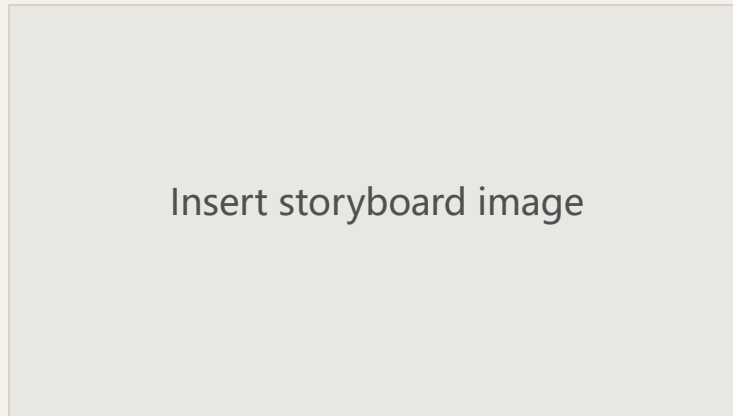
Visual / action:
Voiceover / text:

04 Time: ____



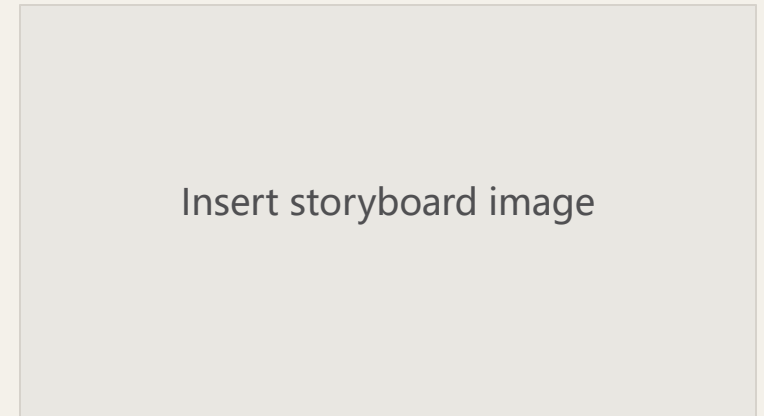
Visual / action:
Voiceover / text:

05 Time: ____



Visual / action:
Voiceover / text:

06 Time: ____



Visual / action:
Voiceover / text:

Music, Sound and Post

MUSIC / SOUND / POST

Music

[Style, pace and usage rights. Add reference links.]

Visual effects

[Which shots need compositing, animation or generated visuals, and why?]

Sound

[Voiceover, ambience, action sounds and details to retain.]

Grade and finishing

[Colour, skin tones, version adaptations and subtitle / audio deliverables.]

Production Resources

PRODUCTION RESOURCES

Requirement	Approach / provider	Status
Shoot / art direction	[Resources needed to create the images]	[Confirmed / pending]
Cast / locations	[People / places / availability]	[Confirmed / pending]
Post / versions	[Compositing / languages / ratios]	[Confirmed / pending]
Special requirements	[For example, macro, camera movement or custom sets]	[Confirmed / pending]

Confirm equipment, crew, schedule and cost against the actual plan. Identify the capabilities needed here; no brand or price is preset.

Production Schedule

EXECUTION TIMELINE

Stage	Main approval items	Target date	Approver
Brief approval	Brief / scope	[Enter]	[Enter]
Creative proposal	Treatment / script	[Enter]	[Enter]
Pre-production	Storyboard / cast / locations	[Enter]	[Enter]
Shoot	Agreed filming content	[Enter]	[Enter]
Post-production	Rough cut / finishing / versions	[Enter]	[Enter]
Delivery	File list / usage rights	[Enter]	[Enter]

Dependencies: [Asset delivery / feedback timing / other needs]. Update affected approvals if dates change.

Review and Next Steps

REVIEW & NEXT STEPS

Approval item	Feedback / action	Owner / date
Creative / key message	[Enter]	[Enter]
Visuals / cast / locations	[Enter]	[Enter]
Shots / voiceover / text	[Enter]	[Enter]
Scope / versions / schedule	[Enter]	[Enter]

Version: [Enter] Feedback coordinator: [Enter] Next review: [Enter]

For project discussions. Pricing, revisions, payment, rights and cancellation terms follow the formal agreement.