

Short Video Clip Creation Pipeline - Checklist

IDEATION

- ☐ Define the goal of the video (e.g., promotional, social media reel, explainer, tutorial)
- ☐ Identify the target audience and platform (YouTube, Instagram, TikTok, etc.)
- ☐ Write a brief including key message, style, tone, duration, and call to action
- ☐ Develop a script or bullet-point outline for key dialogue and visuals
- ☐ Storyboard or sketch key scenes and transitions
- ☐ Plan framing, composition, and camera angles
- ☐ Decide on audio needs (voiceover, music, sound effects)

PROTOTYPING

- ☐ Record or collect raw footage, screen recordings, or animated content
- ☐ Organize clips and assets in a clear folder structure
- ☐ Assemble a rough cut in editing software to test pacing and structure
- ☐ Trim and arrange clips to follow narrative or message flow
- ☐ Insert placeholder text, transitions, and audio tracks
- ☐ Use markers or notes to highlight timing for key effects or syncs

TESTING AND TRIALLING

- ☐ Review timing, clarity, and message delivery in the rough cut
- ☐ Ensure text is legible and visible on various screen sizes
- ☐ Test audio quality and mix levels for clarity and balance
- ☐ Preview with test viewers or peers and gather feedback
- ☐ Adjust pacing, cuts, transitions, or text as needed
- ☐ Test export settings and file formats on the target platform

EVALUATION

- ☐ Evaluate whether the video meets its brief and communicates effectively
- ☐ Review visual and audio quality, including pacing and engagement

- ☐ Reflect on technical or creative challenges and how they were resolved
- ☐ Gather and document feedback for future iterations or improvements
- ☐ Export the final version in appropriate resolution and aspect ratio
- ☐ Backup all working files, source assets, and final exports