



Video brief

any2.video

Template. Fill it in before anyone opens a recorder.

\$ cat brief.md

Project	<i>Name, owner, date needed.</i>
The task or message	<i>One sentence. If it takes two, it is two videos.</i>
Audience	<i>Who watches, what they know already, what they will do next.</i>
Where it runs	<i>Destination, aspect ratio and length: site, docs, YouTube, Shorts, sales email.</i>
Product access	<i>Product, version, environment, logins and test data the recorder will use.</i>
Finish line and evidence	<i>The result on screen that proves the task worked, and how it is checked.</i>
Must show	<i>Screens, settings or steps that have to appear.</i>
Must not show	<i>Customer data, internal URLs, unreleased features, claims nobody can back up.</i>
Languages	<i>Decided before recording. One run can serve every language you sell in.</i>
Brand	<i>Logo, colours, fonts, voice. Attach files, do not describe them.</i>
Review	<i>Who signs it off, against what, by when.</i>
Next step for the viewer	<i>One link or action at the end.</i>



Worked example

any2.video

The brief behind the Proxmox VE 9.2 install walkthrough

\$ cat brief.md

Project	Library walkthrough: Proxmox VE install. Owner: the any2.video library.
The task or message	Install Proxmox VE 9.2 from a blank machine to a working web interface.
Audience	First-time Proxmox installers: homelab and small-office IT. They know what a VM is.
Where it runs	any2.video library page and YouTube, 16:9, as long as the task takes (7:50).
Product access	Proxmox VE 9.2 ISO on a blank test machine; no production data.
Finish line and evidence	Web interface reachable on port 8006 from a second machine; root login succeeds.
Must show	Checksum check, the disk screen warning, every field on the network screen.
Must not show	Real public IP addresses or passwords; any claim about performance.
Languages	English first; subtitles per market from a termbase.
Brand	any2.video end card and logo; product UI unchanged.
Review	Da checks the result against the product's own evidence before publishing.
Next step for the viewer	The written steps on the library page, then the related tasks.

The finished video: any2.video/library/install-proxmox-ve-9-2-every-screen

First sample free at any2.video/sample

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