



FREE WORKING DOCUMENT / FOR ARTISTS AND LABELS

BUILD THE VISUAL WORLD.

A six page brief for making a release feel connected
before the first frame is produced.

CHRIS RAW / AI FILM DIRECTION / WORLDWIDE

START WITH ONE SENTENCE.

A visual world becomes useful when the whole team can describe it without opening a moodboard. Write the sentence that decides what belongs in the film and what does not.

THE RELEASE

01 ARTIST AND TRACK

02 WHAT SHOULD THE AUDIENCE FEEL?

03 THE WORLD IN ONE SENTENCE

04 ONE THING THIS WORLD MUST NEVER BECOME

MAKE THE WORLD COHERENT.

Choose a small number of rules. Repetition creates identity. Random novelty breaks it.

01 **CHARACTER** Who carries the world? What never changes about them?

02 **LOCATION** Where does every scene feel like it belongs?

03 **CAMERA** Close, distant, handheld, locked, wide or compressed?

04 **LIGHT** What is the source, contrast and time of day?

05 **COLOR** Name one dominant family and one accent.

06 **TEXTURE** Clean, tactile, damaged, glossy, grainy or mixed?

07 **MOTION** How should the image move when the song changes?

THREE DISTANCES / ONE LANGUAGE



PLAN THE RHYTHM BEFORE THE EDIT.

01 / WIDE

Establish the scale, location and rules.

02 / MEDIUM

Carry action, styling and performance.

03 / CLOSE

Give the audience one detail to remember.

BUILD FOR THE RELEASE.

Decide what the campaign needs before production. One hero film can become a useful system when every format is planned instead of cropped at the end.

01

HERO FILM

The main moving image and the emotional center of the release.

02

VERTICAL CUTS

Purpose built moments for Reels, Shorts and paid social.

03

LOOPS

Short scenes that can live behind audio, announcements and covers.

04

STILLS

Frames for artwork, press, thumbnails and campaign continuity.

05

DELIVERY

Aspect ratios, runtimes, captions, masters and approval dates.

READY TO MAKE THE SONG VISIBLE?

Bring this page, the track and your release date to the conversation.
A useful brief is short, specific and honest about the working budget.

01 TRACK LINK

02 TARGET RELEASE DATE

03 WORKING BUDGET

04 THE SINGLE MOST IMPORTANT DELIVERABLE

START A PROJECT AT [RAWCHRIS.COM](https://rawchris.com)

CONTACT@RAWCHRIS.COM