**25 Questions**

1. Who is the target group?
2. What is the message?
3. What is the medium?
4. What is the intended effect on the target group?
5. What is the purpose with the intended effect on the target group?
6. Who is the sender?
7. What is the intended effect on the sender?
8. What is the purpose with the intended effect on the sender?
9. How is the target group affected by similar messages?
10. Has the product been done before?
11. Where, when and how should the target group experience the product?
12. How should the product be distributed?
13. What is the genre?
14. What is the narrative style?
15. What skills should the producer have?
16. What knowledge should the producer have?
17. How much should be included?
18. What equipment is needed?
19. What is the production budget?
20. What kinds of legal issues may arise?
21. What kinds of ethical issues may arise?
22. What is the name of the product?
23. What is the time plan?
24. What is the easiest way to make the product?
25. How should the product be tested?

Literature:  
Jan Krag Jacobsen  
"25 spørgsmål - en moderne retorik til planlægning af kommunikation"   
[25 questions for planned communication]  
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