

Materials Development Worksheet

[Insert material name/type, e.g., HIV Prevention Music Video]

Finding	Message	Content		
		Image	Text/Audio/Dialogue	Action

- **Image:** Briefly describe the image that will support the message. This might be a drawing, photo or other graphic.
- **Text:** Be concise. Use vocabulary, expressions and grammar that are appropriate for the audience and acceptable to gatekeepers. For non-medical, non-technical audiences, avoid medical and technical language. Consider whether to include text in print materials for low-literate or non-literate audiences. (Literate persons in the household could use the text to help explain or remind the intended audience member.)
- **Actions:** Describe the actions that should be shown in the visual, heard in the audio or serve as instructions for video directors/producers.