



i2connect
INTERACTIVE INNOVATION



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER THE LIAISON ACTIVITY FACILITY

How to produce informative & low-cost farm videos

Webinar 21.01.2021 2-4 PM
Thomas.Alfoeldi@fibl.org

Content

1. Intro 5'
2. Equipment 10'
3. Planning 10'
4. Filming 10'
5. Editing 10'
6. Additional topics 10'

Q & A
Your experiences



Why to produce your own video?

- Powerful dissemination tool
- Knowledge of stakeholders
- Increasing the impact of field days etc.
- Equipment is good, simple & inexpensive
- Increased demand in times of COVID !

Photo: Donausoja/Ina Jaeger

FiBL

i2connect
Innovating the way we work



Video applications in agriculture



Source: ruralfilms.eu

Films in agriculture: Long history



Practice Innovation



Tutorials



Events



Lecture-style



Story-telling in PPT

Covid



Videos in Webinars

Covid



Livestream, «Farminar»



Explainer videos

3 steps of each video production

1 Pre-Production:
planning, equipment



2 Production:
shooting



3 Post-Production:
editing/dissemination



Smartphone, VideoCam or PhotoCam?



Smartphone

- + Cheap, always at hand
- + Picture quality
- + Easy to operate
- External mic needed,
- Image control in sunshine
- No zoom



VideoCam

From 300 € e.g. Sony HDR-CX625 Full HD

- + Zoom wide/tele
- + Viewfinder for Image control
- + Handling
- Additional costs

Plugs for Mic and headphone!



PhotoCam

- + picture quality
- Handling needs exercise
- Picture control

External mic: Crisp sound without wind noise



Lavalier mic

20 Euro

<https://www.youtube.com/watch?v=yiWHsfdiHGQ>



Shotgun mic

50 Euro

<https://www.youtube.com/watch?v=HWL3mZkUnW8>



Wireless mic

160 Euro

<https://www.youtube.com/watch?v=1uTFm-tu41s>

Stabilize your video



Rig

20 Euro

<https://www.youtube.com/watch?v=b-eWH-boeXE>



Gimbal

150 Euro

<https://www.youtube.com/watch?v=AphESb06R8Q>



Shoulder rig

50 Euro

<https://www.youtube.com/watch?v=yCT9LnpHPJk>



Tripod with video head

200 Euro

<https://www.youtube.com/watch?v=oFTPxQMdmho>

Nice-to-have equipment



Actioncam

e.g. GoPro



Drone

e.g. DJI Mavic air mini

<https://dronerush.com/international-drone-laws-16520/>



DJI Osmo Pocket

Compact stabilized handheld cam

<https://www.techradar.com/reviews/dji-osmo-pocket>

Time for exchange: **Equipment**

Q & A

Your experiences



Plan your video – tell a story

Tell the viewer...

- Relevance of the topic
- What will he/she learn

Intro 30“

- Define main key messages and length for each part
- Make chapters

Main Part 90“

- Conclusion
- Call for action
- **Typical on YT:** Comment, subscribe, like, suggest future topics

Outro 30“

Example: Intro Stubble cultivation

<https://www.youtube.com/watch?v=wsK6U8c5Jso>



Video 1

Understanding A- and B-roll (footage)



B-Roll



B-Roll



B-Roll



B-Roll



B-Roll



A-Roll
Interview



A-Roll
Interview



A-Roll
Interview



A-Roll
Interview



A-Roll
Interview

Intro

Main part

Outro

Using A- and B-Roll in the editing program

The image displays a video editing software interface. On the left, a media library shows a grid of video clips labeled with IDs like DJI_0542 through DJI_0563. The main preview window shows a man in a plaid shirt standing in a field of tall green plants. Below the preview is a timeline with a clip labeled 'Clip #28' and another labeled 'Clip #6'. A blue box labeled 'B-roll' points to the 'Clip #6' clip, which is a close-up of a hand touching a plant. A green box labeled 'A-roll' points to the main clip in the timeline, which shows the man in the field. The right-hand panel contains various transition and effect options, including 'Übergänge' (Transitions) and 'Installierte Übergänge' (Installed Transitions).

B-roll

A-roll

Off-speaker or presenter?

Advantages

Disadvantages



Presenter

- efficient
- authentic

- suitable person
- good planning
- no corrections afterwards
- editing time consuming



Speaker

- writing afterwards
- precise formulations

- Less authentic
- writing needs more time

Combination: Moderator and off-speaker

Write an outline

Picture level

Content level

If you have questions, please contact:
matthias.klaiss@fibl.org, +41 (0)62 865-7208

Video outline Machine Demo (Example)

Content level (100 words=1 min) (What is said?)	Picture level (What is shown?)
<p>Intro Explain the problem, relevance, topic, what will be shown in the video</p> <ul style="list-style-type: none">- Explain where we are (Machine demonstration on weed control)- The Relevance: Weed control key factor influencing economic performance of organic soybean production- New technologies and machinery now available <p>Estimated time for intro: 45 sec</p> <p>Main part: Explain your innovation step by step</p> <ul style="list-style-type: none">- Show all machines presented at the demo-event- The presenter explains the most relevant particularities of each machine, advantages, disadvantages. Max 45 sec for each machine <p>Estimated time: 5 minutes</p> <p>Outro: recommendations, call for action, statements of farmers.</p> <p>Estimated time: 1 minute</p>	<p>e.g. presenting farmer, crop, machines</p> <ul style="list-style-type: none">- Show site, overview machinery- Introduce presenter- Show some selected machinery in action to encourage viewers to continue to watch <p>e.g. presenter, machines, crop, farmers</p> <ul style="list-style-type: none">- Show each machine in action, different perspectives, interesting details- Presenter is visible from time to time, especially if he has to explain something directly at a machine, otherwise he speaks in the off to pictures machines in action- Show participants examining the work of the machine, hands in soil, close ups of soy-plants etc <ul style="list-style-type: none">- 1-2 statements of farmers participating at the demo e.g. Which machine suits best on my farm- Further information

Time for exchange: **Planning**



Q & A
Your experiences

Tipps for interview

- Interviewed person (IP): sitting or standing
- Focus on IP and content -> tripod, camera in auto mode
- Always check sound via headphones
- Let IP speak freely
- Keep eye contact, mute, nod
- Ensure relaxed atmosphere, little interruptions
- Ask follow-up questions, let IP repeat if not focussed enough



[Link to tutorial](#) "How to conduct interviews"

Photo: Donausoja/Ina Jaeger

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Rule of third



Cadrage



Light at the interview



Shooting B-roll/Footage

- Sufficient footage, min 30 sec, no pan, no zoom!
- Various settings: Long, medium shot, close-ups
- Move camera slowly, avoid zooming



[Link to tutorial](#) "How to create varied footage"



Long shot, establishing



Medium long shot



Close-ups



Close-ups with Action Cam



Close-ups with Tele



Footage

Time for exchange: **Filming**



Q & A
Your experiences

Editing software



	Price		Points		
Apple Final Cut Pro X (10.4.4)	330	Mac	82	sehr gut	3/19
Magix Vegas Pro 17	599	PC	82	sehr gut	1/20
Magix Video Pro X (17.0.1.31)	399	PC	79	sehr gut	6/19
CyberLink PowerDirector 18 Ultimate	130	PC	77	sehr gut	6/19
CyberLink PowerDirector 365	70***	PC	76	sehr gut	5/19
Blackmagic DaVinci Resolve Studio 16.2	325	PC/Mac	74	sehr gut	4/20
Corel Pinnacle Studio 23 Ultimate	130	PC	74	sehr gut	1/20
Magix Video Deluxe Premium (19.0.1.18)	129	PC	73	sehr gut	6/19
Magix Vegas Movie Studio 16 Plat.	70	PC	72	gut	1/18
Corel VideoStudio Ultimate 2019	90	PC	65	gut	3/19
Adobe Premiere Pro CC 2018	*	PC/Mac	80	sehr gut	2/18
Blackmagic DaVinci Resolve 12.5 Studio	1077	PC/Mac	76	sehr gut	2/17
Blackmagic DaVinci Resolve 12.5	0	PC/Mac	75	sehr gut	2/17
Adobe Premiere Elements 2018	99	PC/Mac	70	gut	1/18

Tips for editing

1. Decision: On Smartphone or Computer
2. Choose software (test with free trials)
3. Edit voice track (A-roll) first
4. Place B-roll pictures over audio track
5. Add titles and breaks
6. Use effects very sparingly
7. Add music



[Link to tutorial](#) "How to edit your video"



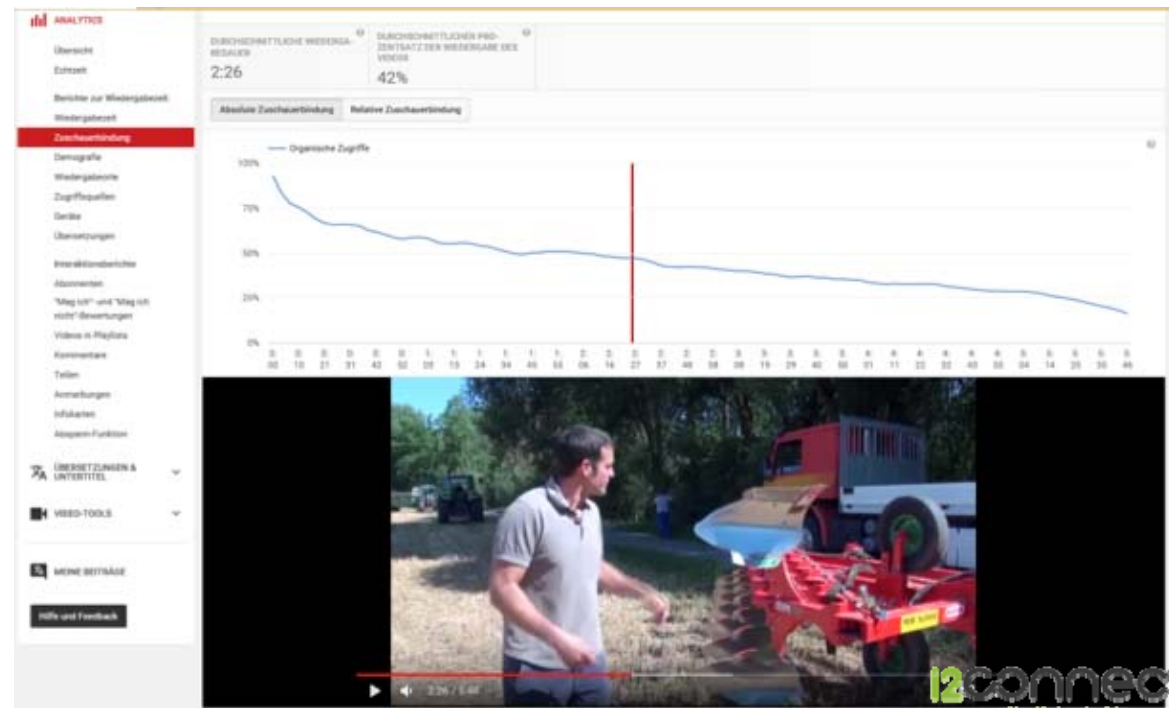
Ideal length of a video...

... does not exist -> **As short as possible, as long as necessary**

Ideally 2-3 minutes -> **YT-users are quickly lost**

Show rough cut to a friend -> **kill your darlings!**

Rule of thumb: 1 min video -> **100 words (650 characters)**



Use only license-free music

Audio library in YouTube: free of charge

Other music providers:

<https://audiojungle.net> ca. USD 20.-

<https://www.premiumbeat.com> ca. USD 50.-

The screenshot shows the YouTube Studio interface with the 'Audio-Bibliothek' (Audio Library) section active. A blue banner at the top reads 'Enthält dein Video andere Musik? Urheberrechtliche Richtlinien prüfen'. Below this, the 'Audio-Bibliothek' header is followed by two tabs: 'Kostenlose Musik' (selected) and 'Soundeffekte'. A message states: 'Suche nach kostenloser Musik, um sie herunterzuladen und für dein Projekt zu verwenden.' Below this is a search bar with the text 'Nach Musik suchen' and a search icon. A table lists four tracks:

Titel	Favoriten	Genre	Stimmung	Instrument	Dauer	Namensanerkennung		
▶ End of Summer		1:49	The 126ers	Pop Hell			📄	⬇️ ⭐
▶ Big Swing Band		1:50	Audionautix	Jazz & Blues Fröhlich		ⓘ	📄	⬇️ ⭐
▶ Sneaky Snooper		1:02	Audionautix	Filmmusik Dramatisch		ⓘ	📄	⬇️ ⭐
▶ Rags 2 Riches Rag		3:06	Audionautix	Klassisch Fröhlich		ⓘ	📄	⬇️ ⭐

Time for exchange: **Editing**

Q & A

Your experiences



Summary & recommendations

- Start with a simple topic suitable for visualisation
- Prepare outline with key messages
- Select a suitable presenter
- Use external microphone and tripod
- Shoot enough B-roll/footage



Download our video guide

February 2021
Annex to Deliverable 4.3

Video production for agriculture
A guide for farmers, advisors and researchers

WP4: Increasing access through virtual demonstration



In English, Polish, French, Italian, German, Spanish

<https://farmdemo.eu/hub/app/project-outputs>



PLAID
PEER-TO-PEER LEARNING:
ACCESSING INNOVATION
THROUGH DEMONSTRATION



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and innovation program under grant
agreement No 727300

Additional topics



Subtitles /Translations

Animated PPT

Tutorials

Livestream

Explainer videos

How to add subtitles/translations on YouTube

Dieter Leibling
Biolandwirt und Maschinenbauer

Sichelhacke entwickelt und vorgestellt von Dieter Leibling an den Oekofeldtagen 2019 in Kassel

5.928 Aufrufe • 28.11.2019

Farm Demo
512 Abonnenten

Dieter Leibling – Landwirt und Maschinenbauer – hat vor fünf Jahren seinen Betrieb auf Bio umgestellt. Die gängigen Hackgeräte entsprachen nicht seinen Ansprüchen: Sie waren ihm zu kompliziert, zu verschleissanfällig und zu teuer. So dass ich die Sichelhacke, wie sie hier zu sehen ist, für meinen eigenen Betrieb entwickelt habe. In diesem Video zeige ich euch, wie die Maschine aufgebaut ist und wie sie funktioniert. Die Sichelhacke vorgestellt von Dieter Leibling an den Oekofeldtagen 2019

Transkript

Ich bin Dieter Leibling.
Ich bin Biobauer und Maschinenbauer.
Ich habe meinen Betrieb vor fünf Jahren auf Biolandwirtschaft umgestellt.
Ich bin vor dem Problem gestanden, dass die Hackgeräte meine Anforderungen nicht erfüllt haben
Die gängigen Modelle waren mir zu kompliziert, zu verschleissanfällig und zu teuer.
So dass ich die Sichelhacke, wie sie hier zu sehen ist, für meinen eigenen Betrieb entwickelt habe.
In diesem Video zeige ich euch, wie die Maschine aufgebaut ist und wie sie funktioniert.
Die Sichelhacke vorgestellt von Dieter Leibling an den Oekofeldtagen 2019
Deutsch ▾

Melden
Transkript öffnen
Übersetzungen hinzufügen

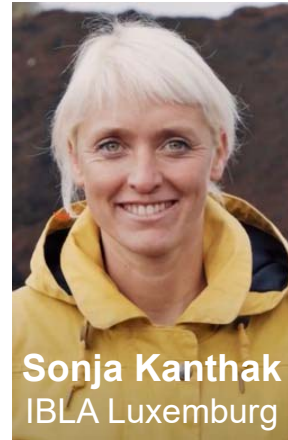
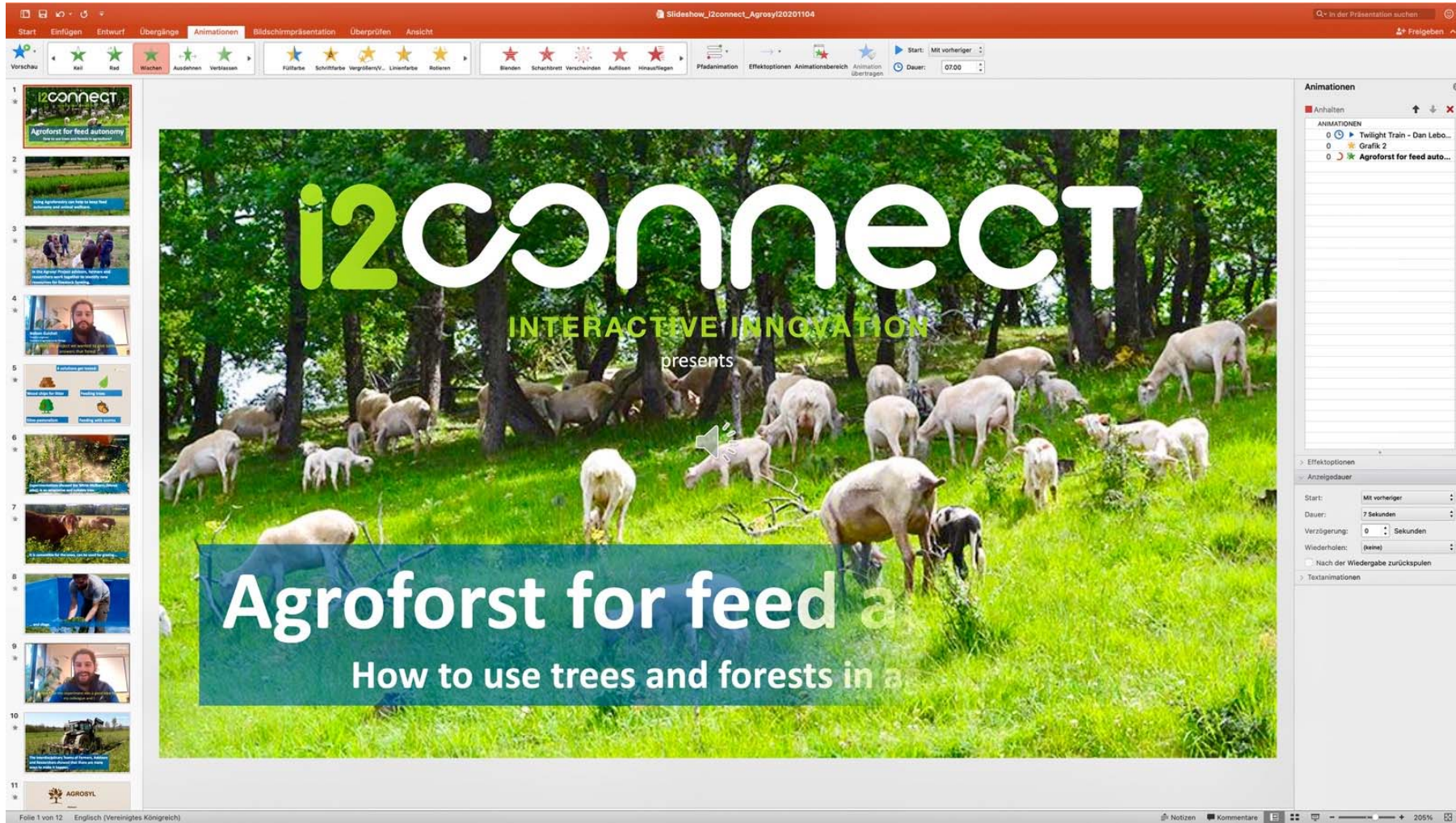
Title, description and tags on YouTube

The screenshot shows the YouTube Studio interface for editing a video. The main content area is titled 'Videodetails' and includes the following sections:

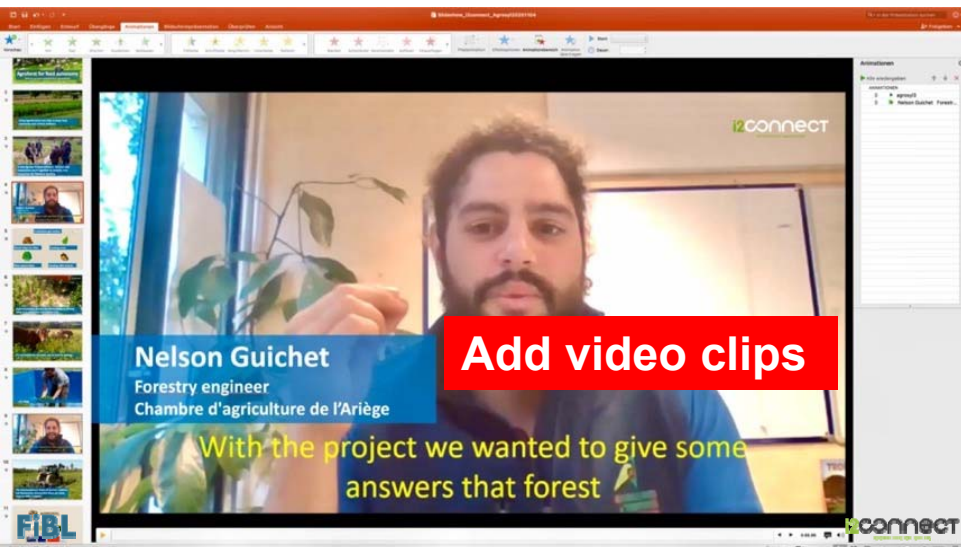
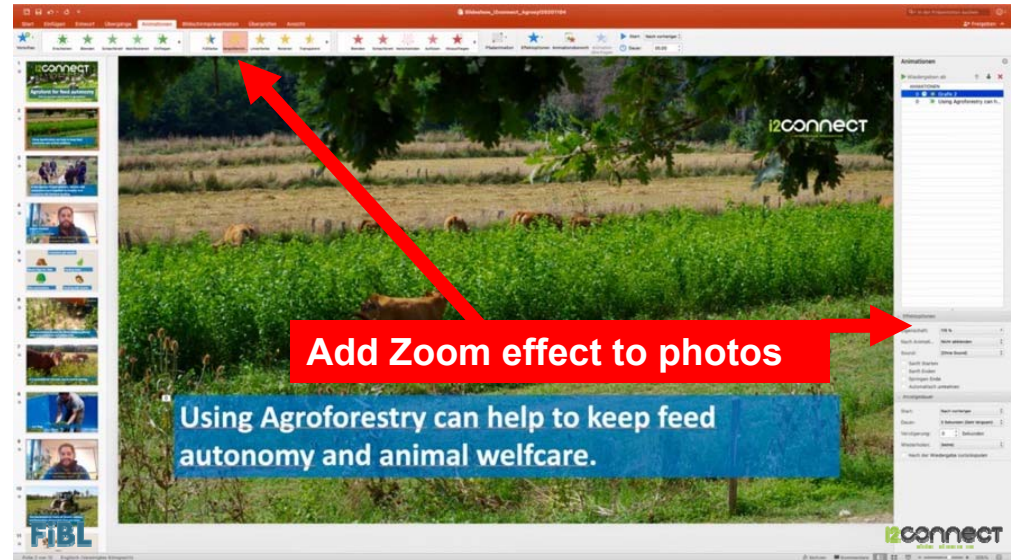
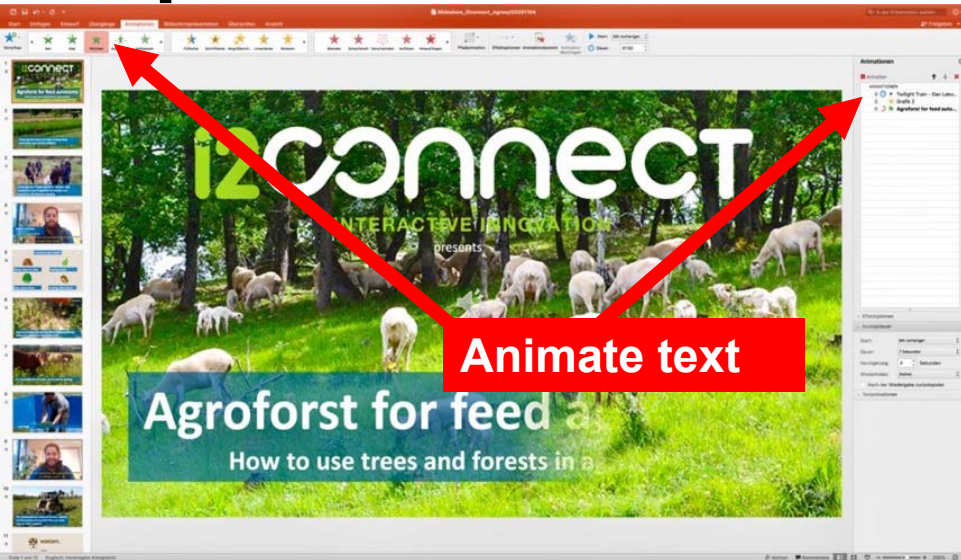
- Titel (erforderlich):** Désherbage mécanique - Démonstration de herse étrilles et bineuses
- Beschreibung:** Aux « Werktuigendagen » à Oudenaarde, à l'ouest de la Flandre, Inagro a organisé une démonstration de désherbage mécanique. En agriculture biologique, les machines sont en fort développement, les outils deviennent de plus en plus performants. Dans cette vidéo, Lieven Delanote présente des herse-étrilles et bineuses suivantes:
 - Treffler
 - Garford Inrow
 - Monosem
 - Kongskilde Vibro Crop Intelli
 - Carré econet
 - Garford robocrop
 - Steketee IC Light
 - APV Kruse
 - Carré
 - Einboek Aérostar rotation
- Thumbnail:** A row of four thumbnail images showing agricultural machinery in a field.
- Zielgruppe:** A section for targeting the video to a specific audience, with options for 'Ja, es ist speziell für Kinder' and 'Nein, es ist nicht speziell für Kinder'.
- Tags:** A list of tags including 'yt cc-on', 'machine demonstration', 'organic farming', 'mechanical weed control', 'herbicide free weed control', and 'agriculture'.

On the right side, there are settings for video visibility (set to 'Öffentlich'), playlist (set to '5 Playlists'), end screen, and info cards. At the bottom, there are buttons for 'AN DERUNGEN RÜCKGÄNGIG MACHEN' and 'SPEICHERN'.

Creating an animated Slideshow as video in PPT



Tips for animated PPT



Add voice-over with text-to-speech software e.g. Amazon polly or register your own voice

Save PPT: as movie file

Creating an animated Slideshow as video in PPT

Example: <https://youtu.be/8kv85NhNdtI>

Video 2



Tutorial style

- For more complex content
- Good planning of content and visualisation
- Green screen technique, lamps not needed
- Use beamer, teleprompter app, or cards to remember text



Livestream

- **Smartphone, bluetooth headset with microphone, mobile router**
- **Via YouTube:** + picture quality; - time latency (30 sec); - interaction via chat
- **Via Zoom:** - picture quality; + no time latency; + chat or live audio interaction



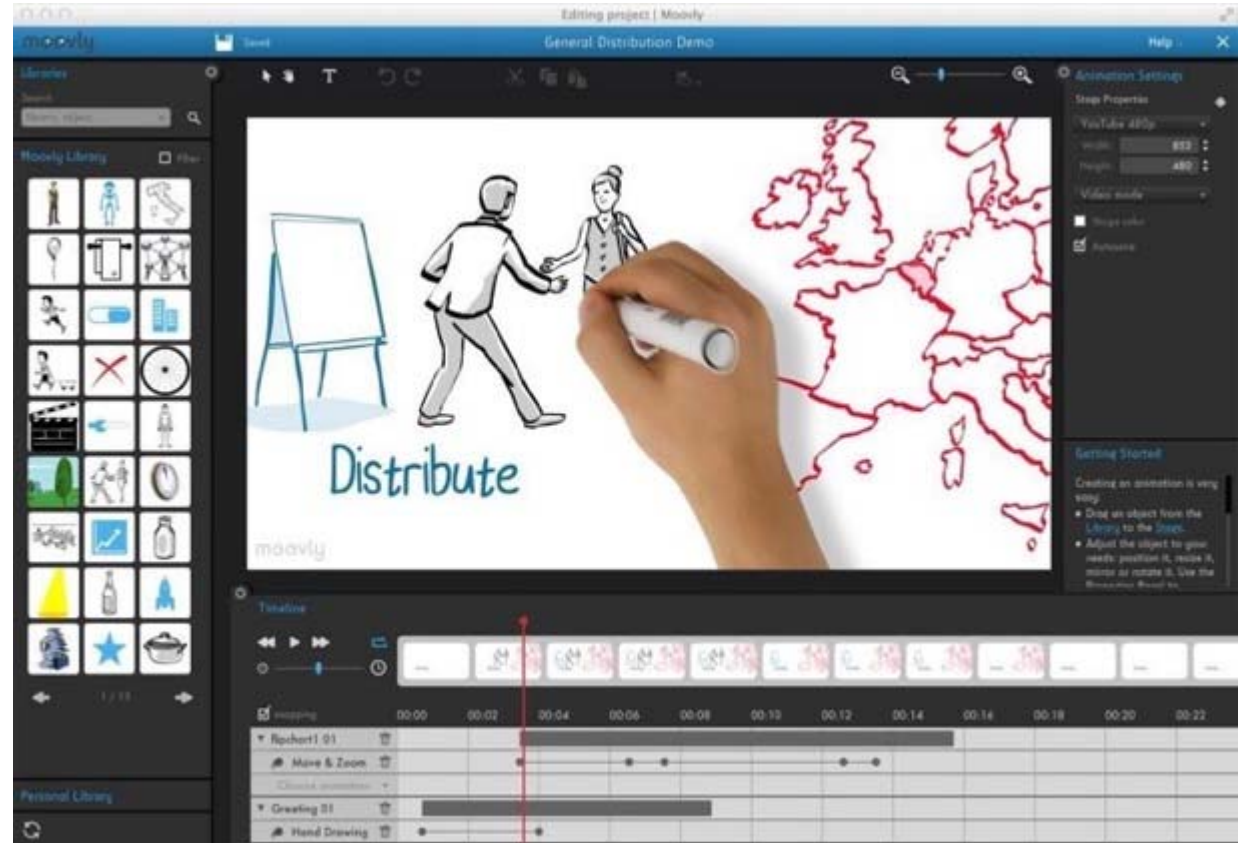
Filming at conferences, project meetings

- Overview or selected topics
- Footage: Speakers, audiences etc.
- Footage: Photos, PPT, videoclips from interviewed partner



Explainer videos

- For complex topics
- Fast and not expensive
- Good storyboard needed
- They all look similar...



Link to different programs <https://www.wowmakers.com/blog/explainer-video-software/>

Thanks for your participation
and all the best with your own farm videos!

