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INTERACTIVE INNOVATION

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How to produce informative & low-cost farm videos

Webinar 21.01.2021 2-4 PM

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Content

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

Q & A

Your experiences

Photo: Donausoja/Ina Jaeger

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

Video applications in agriculture

Films in agriculture: Long history

Practice Innovation

Tutorials

Events

Lecture-style

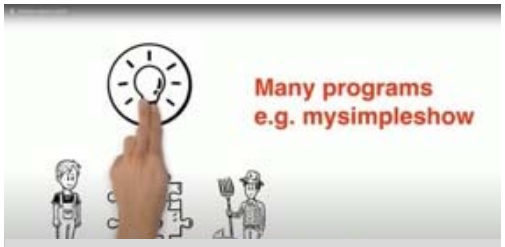
Story-telling in PPT

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

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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

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External mic: Crisp sound without wind noise

Lavalier mic
20 Euro
https://www.youtube.com/watch?v=yiWHsfdjHGQ

Shotgun mic
50 Euro
https://www.youtube.com/watch?v=HWL3mZkUnW8

Wireless mic
160 Euro
https://www.youtube.com/watch?v=1uTFm-tu41s

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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

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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

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

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

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

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

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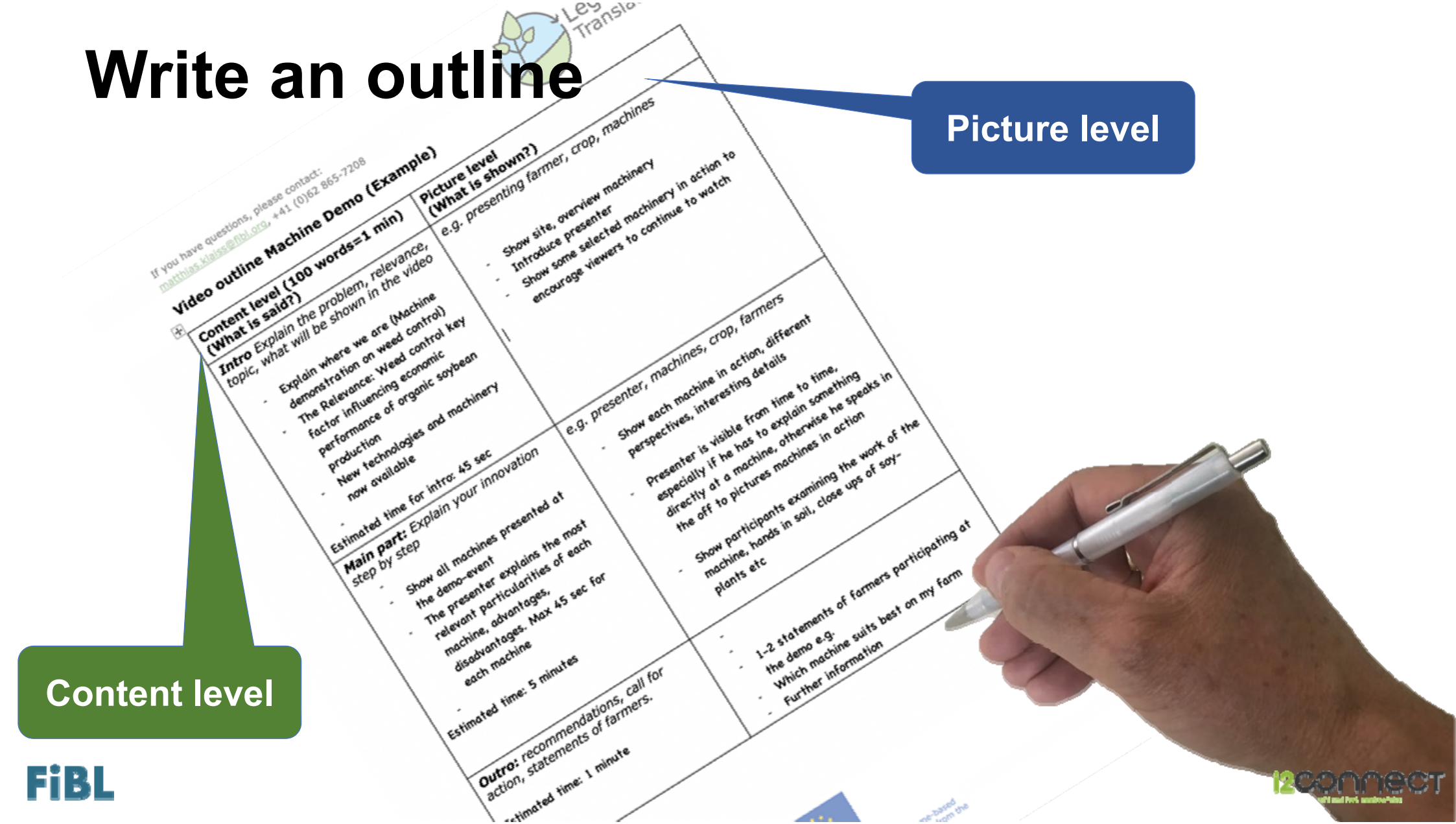
Write an outline



Picture level

Content level

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Time for exchange: Planning

Q & A

Your experiences

Tipps for interview

Link to tutorial *"How to conduct interviews"*

- 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

Photo: Donausoja/Ina Jaeger

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

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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”*

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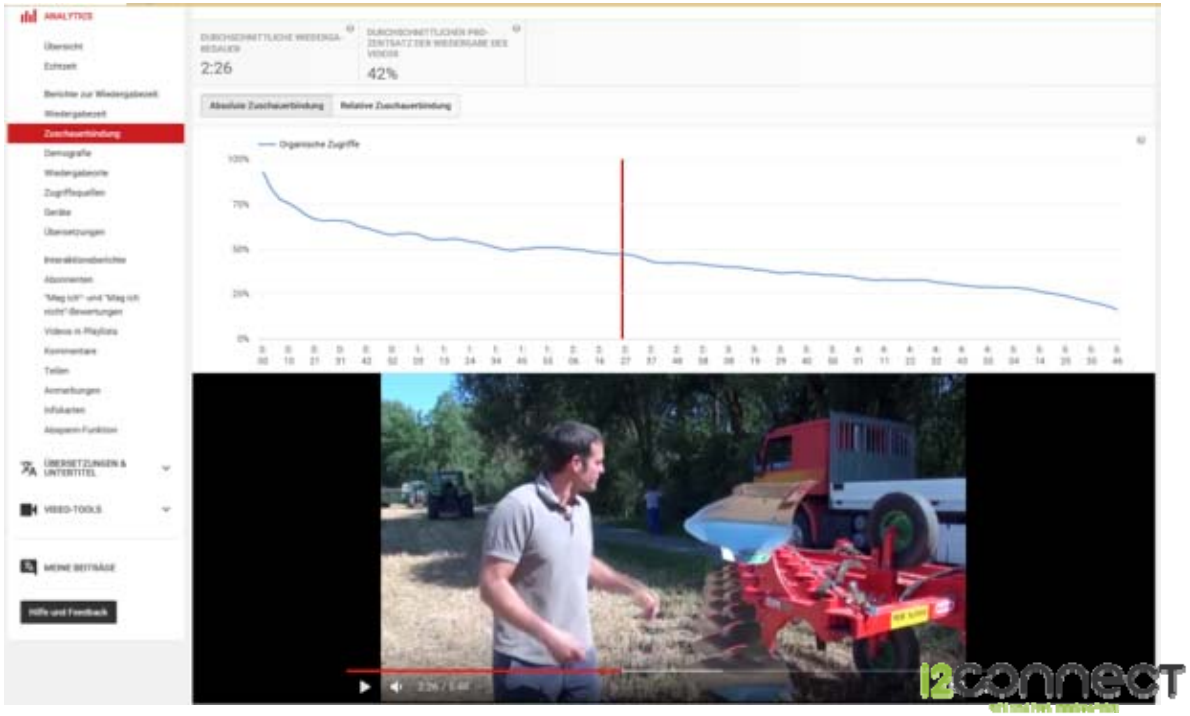
Ideal length of a video...

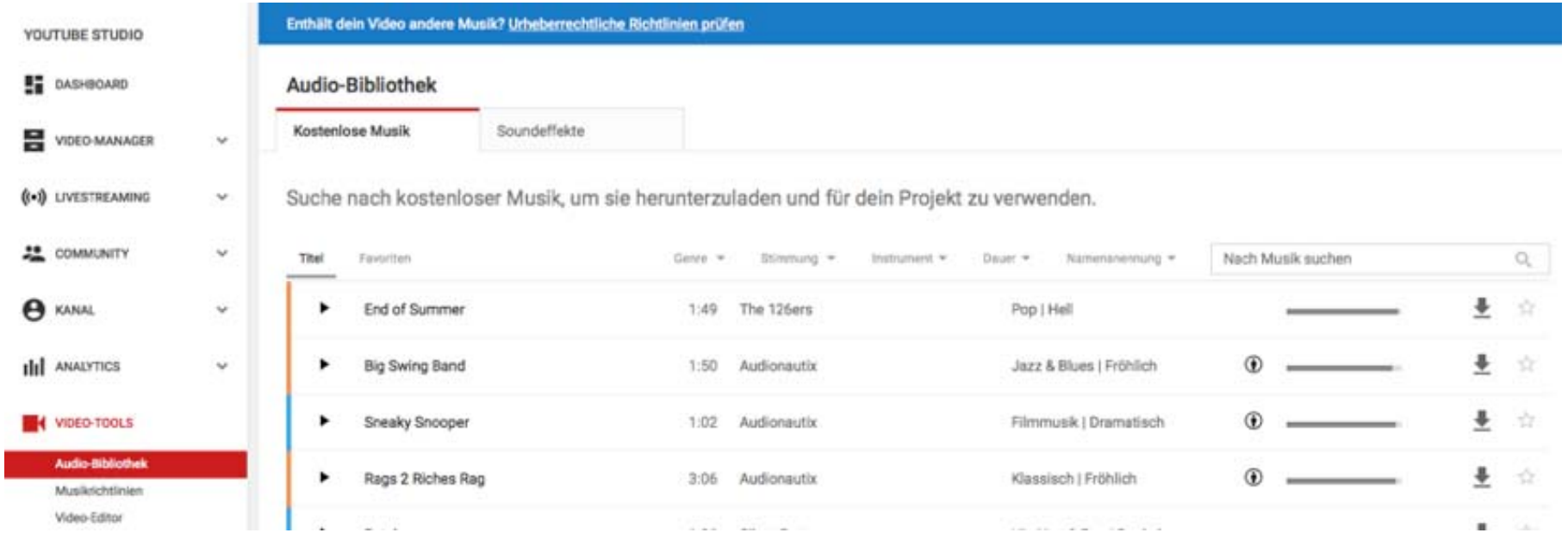
... does not exist -> **As short as possible, as long as necessary**
Ideally 2-3 minutes -> **YT-users are quickly lost**
Show rough cut to a friend -> **kill your darlings!**
Rule of thumb: 1 min video -> **100 words (650 characters)**



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.-



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

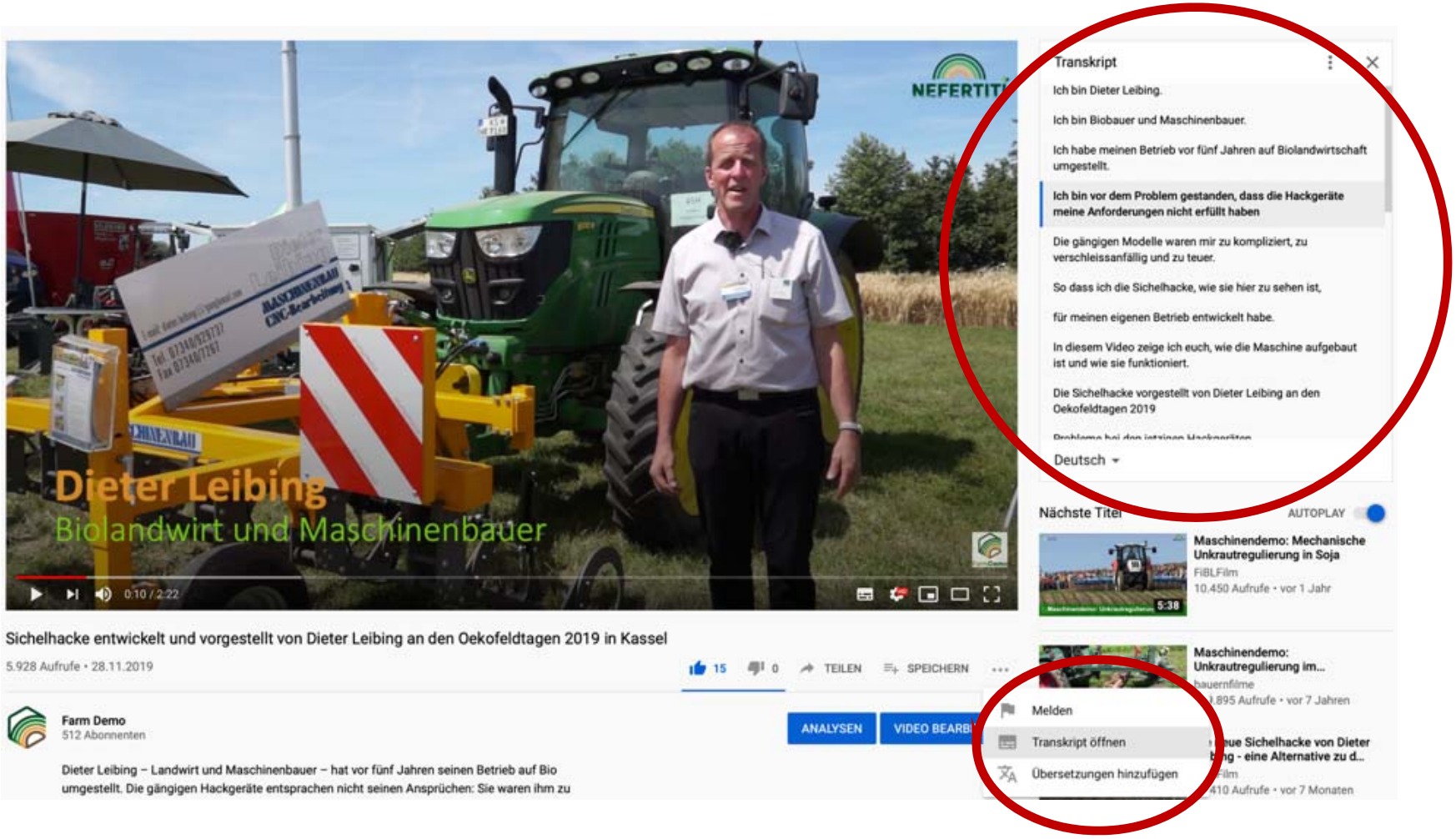
In English, Polish, French, Italian, German, Spanish

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

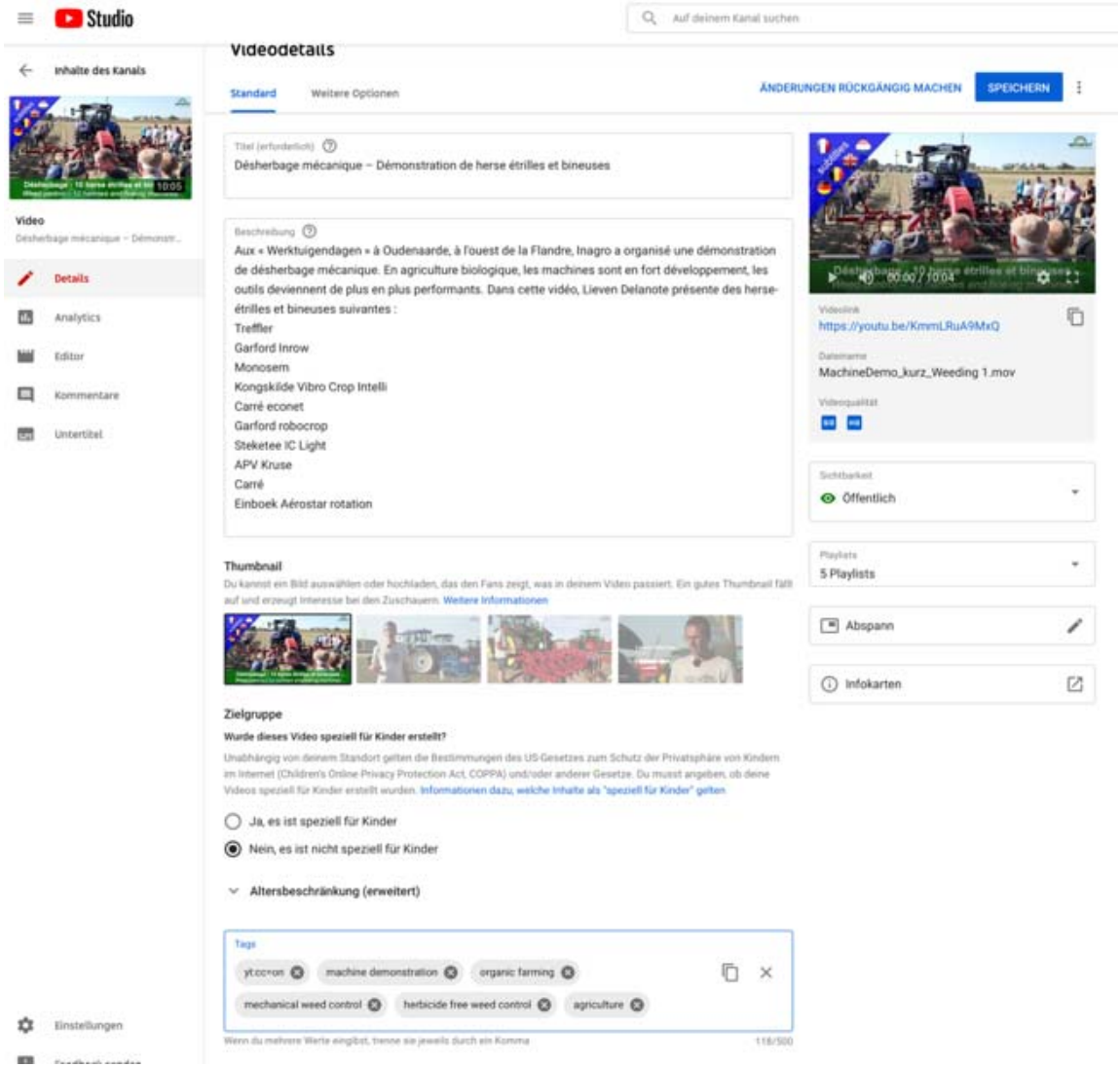
Additional topics

- Subtitles /Translations
- Animated PPT
- Tutorials
- Livestream
- Explainer videos

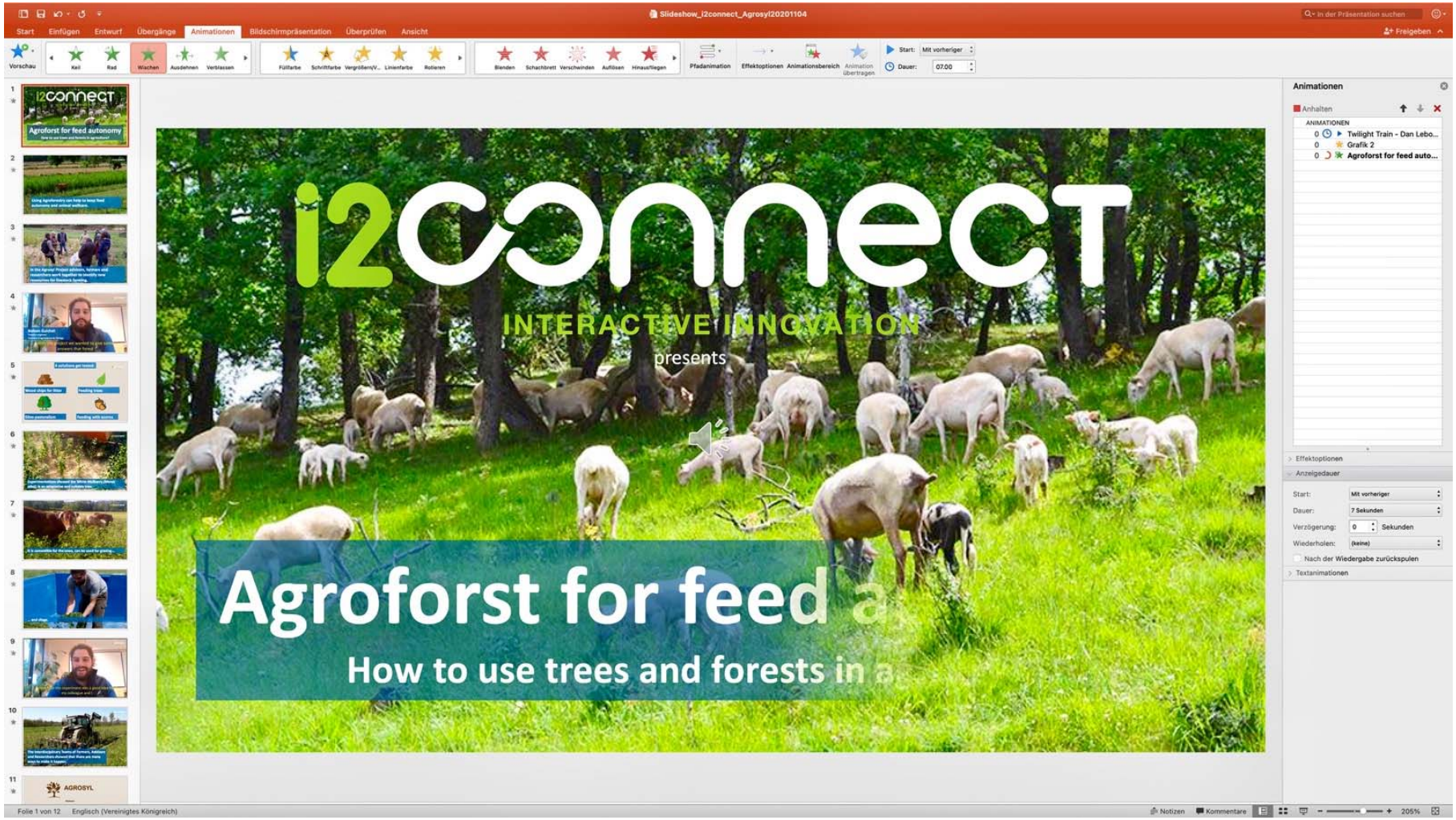
How to add subtitles/translations on YouTube



Title, description and tags on YouTube

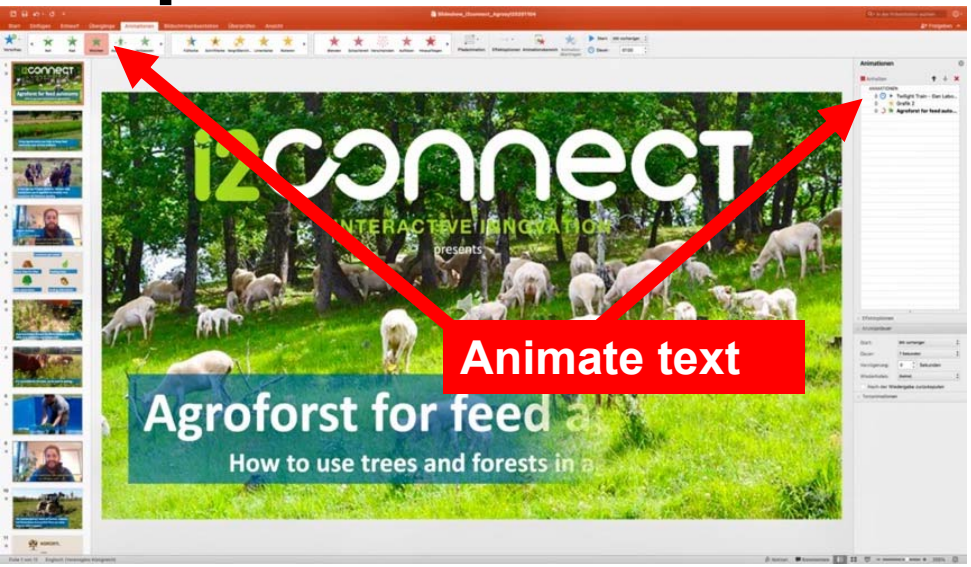


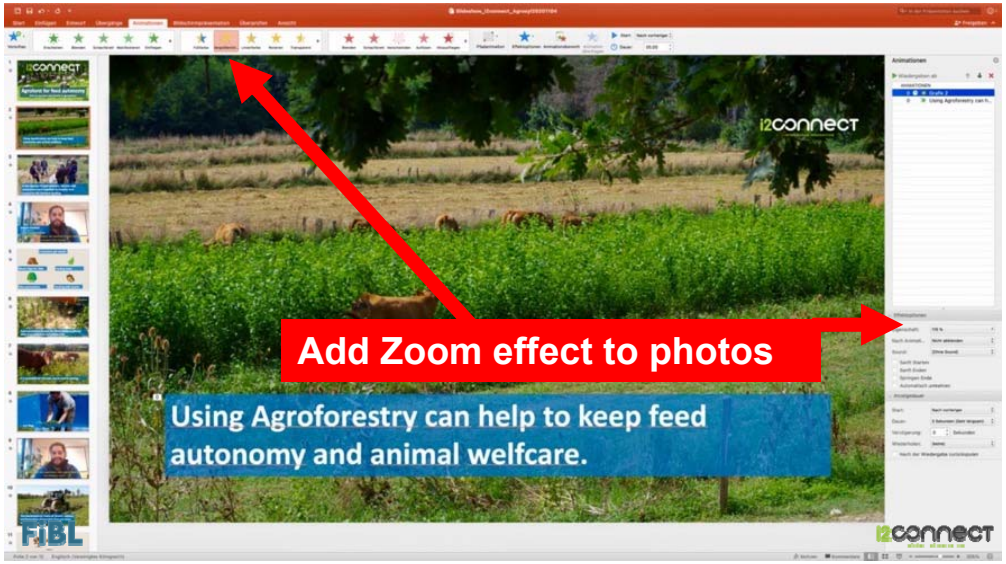
Creating an animated Slideshow as video in PPT

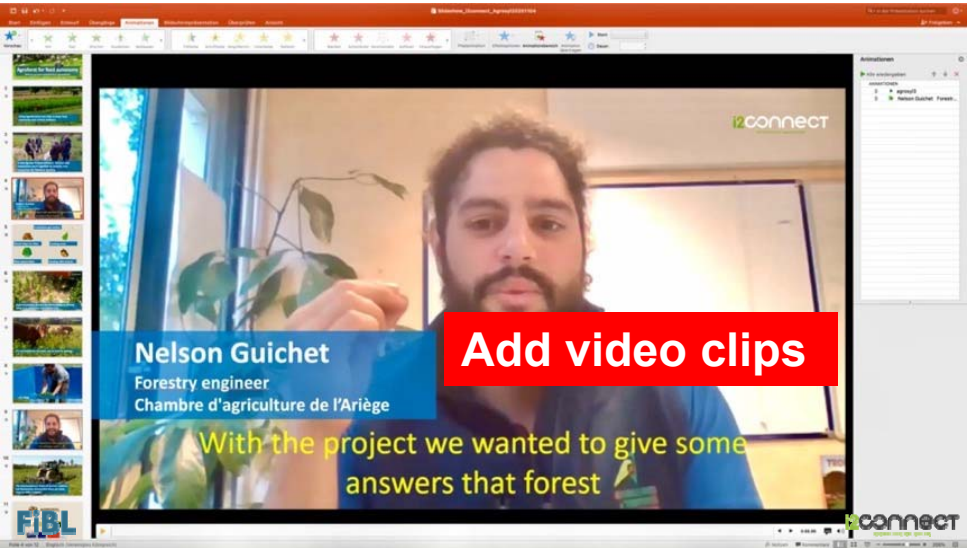


Example: https://www.youtube.com/watch?v=G6Cd9aCKi8k

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

Example Tutorial: https://www.youtube.com/watch?v=nlGW8FkNdU0&feature=emb_title

Livestream

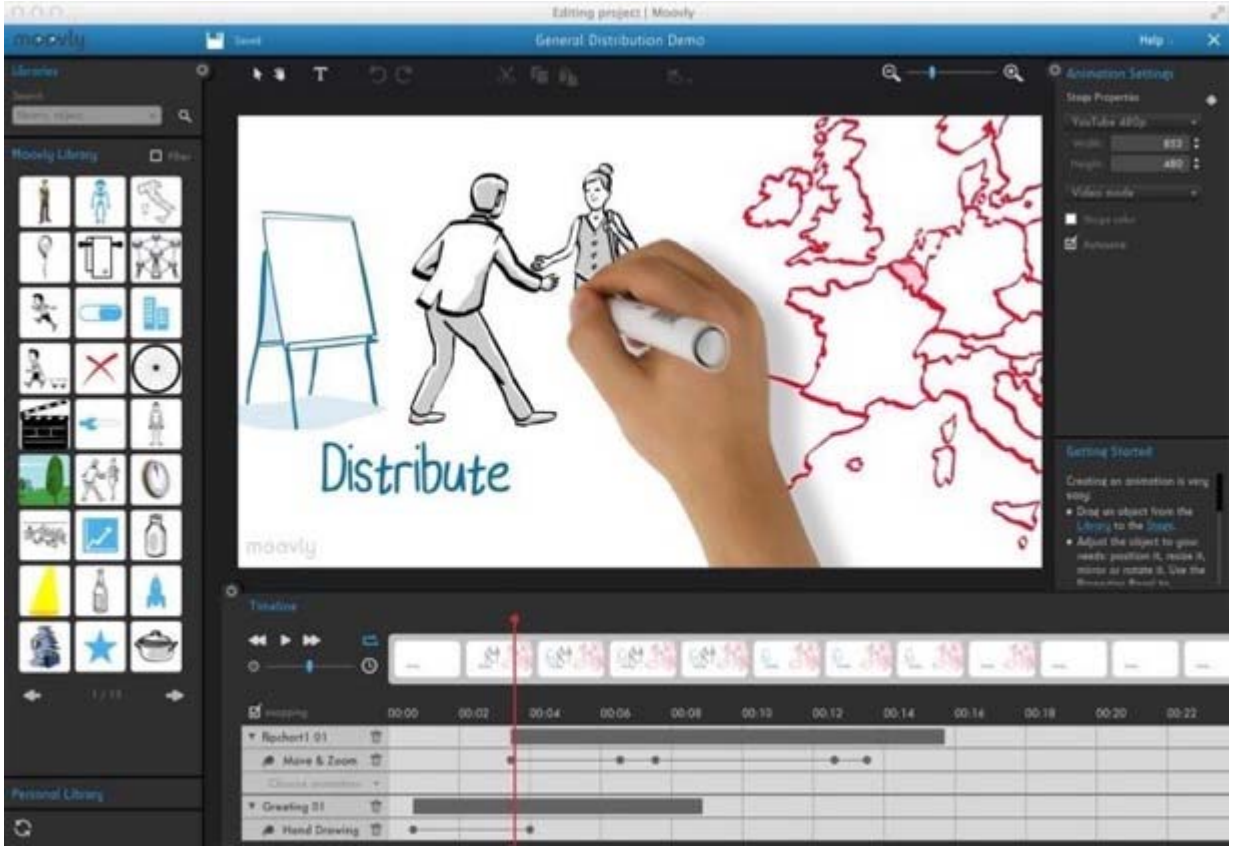
- **Smartphone, bluetooth headset with microphone, mobile router**
- **Via YouTube: + picture quality; - time latency (30 sec); - interaction via chat**
- **Via Zoom: - picture quality; + no time latency; + chat or live audio interaction**

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!