i2connect

INTERACTIVE INNOVATION

THIS PROJECT HAS RECEIVED FUNDING FROM
THE **EUROPEAN UNION' HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME**
UNDER GRANT AGREEMENT N. 863039

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

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

Source: ruralfilms.eu

Films in agriculture: Long history

Practice Innovation

subtitles
NEFERTITI

Tutorials

FARM DEMO
CONFERENCE
21 May 2019 - BRUSSELS
Join the European
Community
Demonstration Farms

Events

FiBL
Cacao yield (t per ha and year)
Agroforestry
Monoculture

Lecture-style

Many programs
e.g. mysimpleshow

Explainer videos

Covid

Videos in Webinars

Covid

Livestream, «Farminar»

Story-telling in PPT

FiBL

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From clips to videos

Source:Twitter/John Pawsey

Mentimeter

1. Your Background
2. Your experience with filming & editing

3 steps of each video production

1 Pre-Production:
planning, equipment

2 Production:
shooting

3 Post-Production:
editing/dissemination

Smartphone, VideoCam or PhotoCam?

SONY
HD
HANDYCAM

Canon
EOS
SONY
NEEWER

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=yiWHsfdjHGQ

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

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

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

Intro 30“

Main Part 90“

Outro 30“

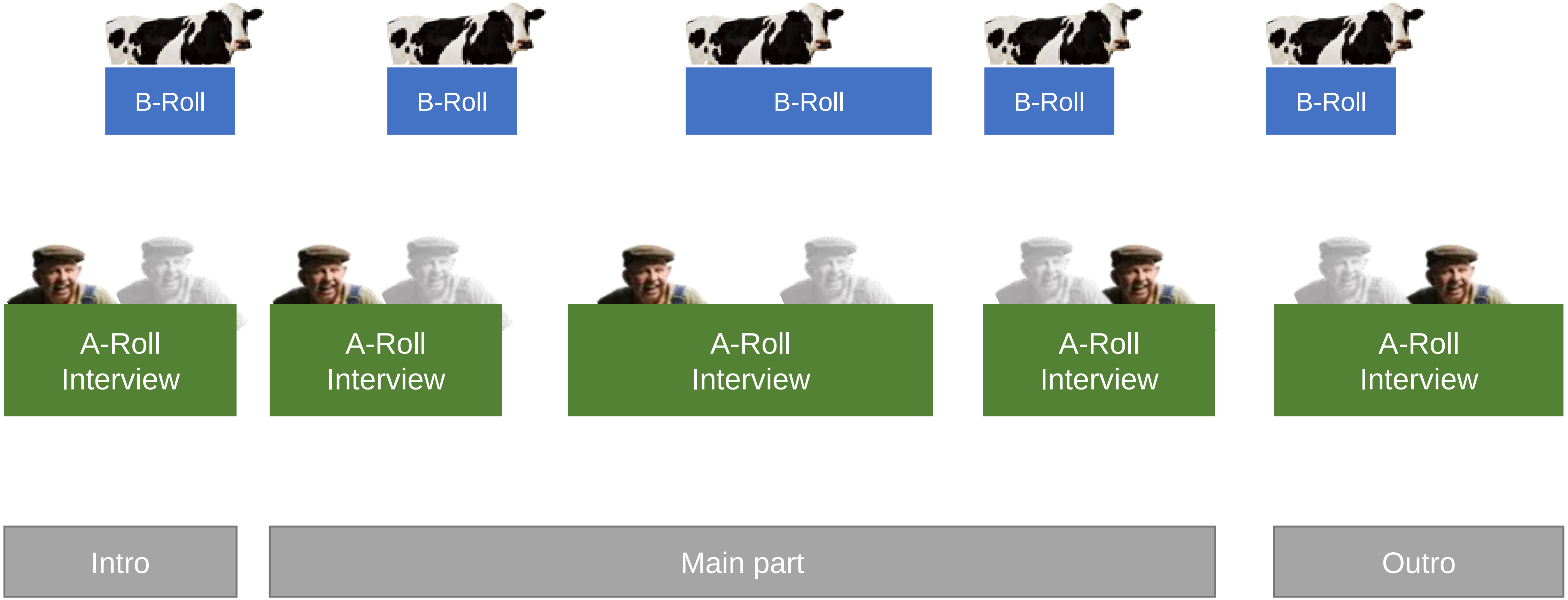
Example: Intro Stubble cultivation

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

Video 1

OK NET
arable

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

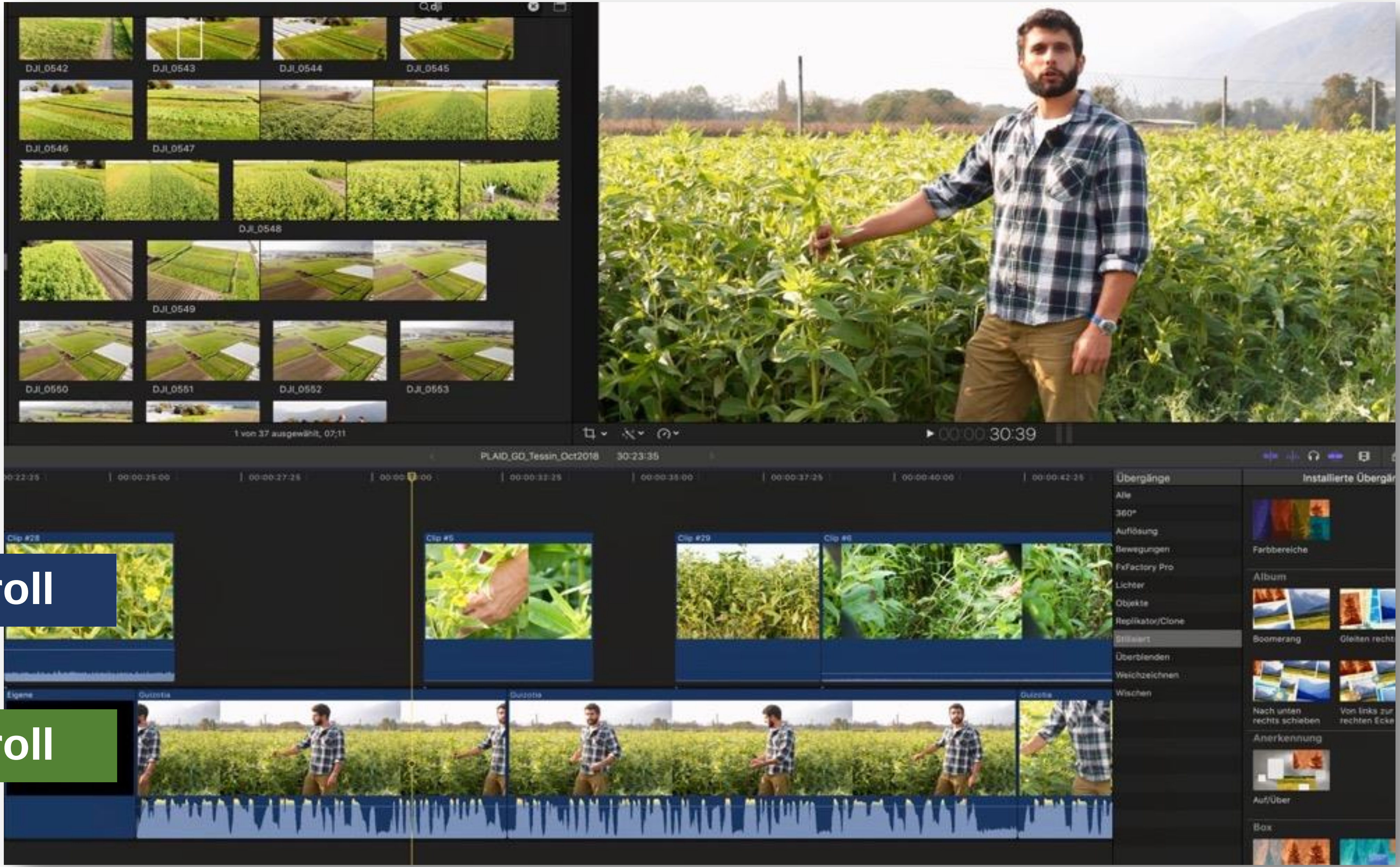
A-Roll Interview

Intro

Main part

Outro

Using A- and B-Roll in the editing program


DJI_0542
DJI_0543
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DJI_0545
DJI_0546
DJI_0547
DJI_0548
DJI_0549
DJI_0550
DJI_0551
DJI_0552
DJI_0553
1 von 37 ausgewählt, 07;11
00:00 30:39
PLAID_GD_Tessin_Oct2018 30:23:35
00:00:25:00
00:00:27:25
00:00:32:25
00:00:35:00
00:00:37:25
00:00:40:00
00:00:42:25
Clip #28
Clip #5
Clip #29
Clip #6
Eigene
Guizotia
Guizotia
Guizotia
Übergänge
Alle
360°
Auflösung
Bewegungen
FxFactory Pro
Lichter
Objekte
Replikator/Clone
Stilisiert
Überblenden
Weichzeichnen
Wischen
Installierte Übergän
Farbbereiche
Album
Boomerang
Gleiten recht
Nach unten rechts schieben
Von links zur rechten Ecke
Anerkennung
Auf/Über
Box

B-roll

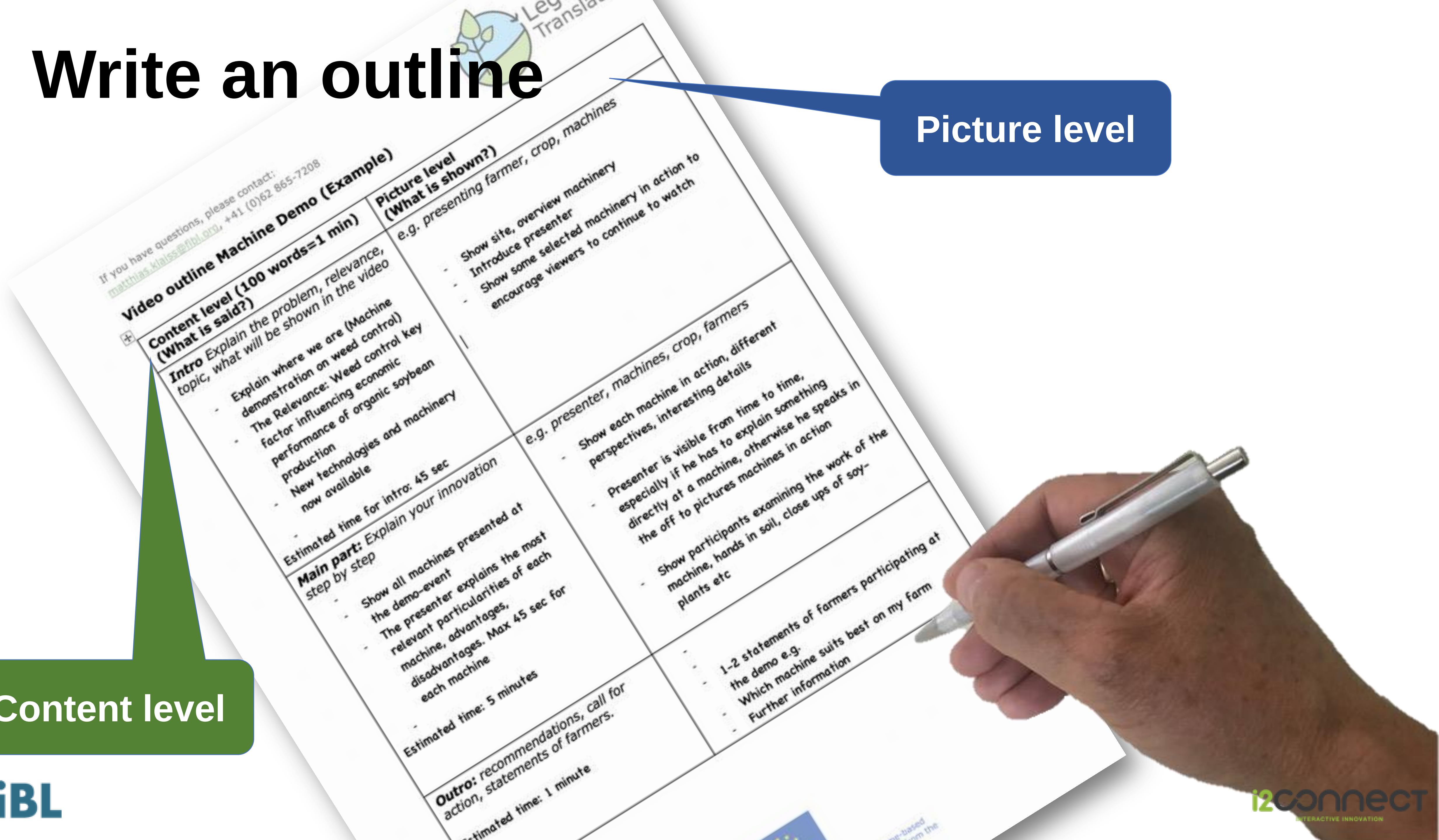
A-roll

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



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?)**
Intro *Explain the problem, relevance, topic, what will be shown in the video* - 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 - Estimated time for intro: 45 sec	*e.g. presenting farmer, crop, machines* - Show site, overview machinery - Introduce presenter - Show some selected machinery in action to encourage viewers to continue to watch
Main part: *Explain your innovation step by step* - 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 - Estimated time: 5 minutes	*e.g. presenter, machines, crop, farmers* - 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
Outro: *recommendations, call for action, statements of farmers.* stimated time: 1 minute	- - 1-2 statements of farmers participating at the demo e.g. - Which machine suits best on my farm - Further information -

Picture level

Content level

Time for exchange: Planning

Q & A

Your experiences

Tipps for interview

Videos for agriculture 1/3: Conducting interviews

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

FiBL

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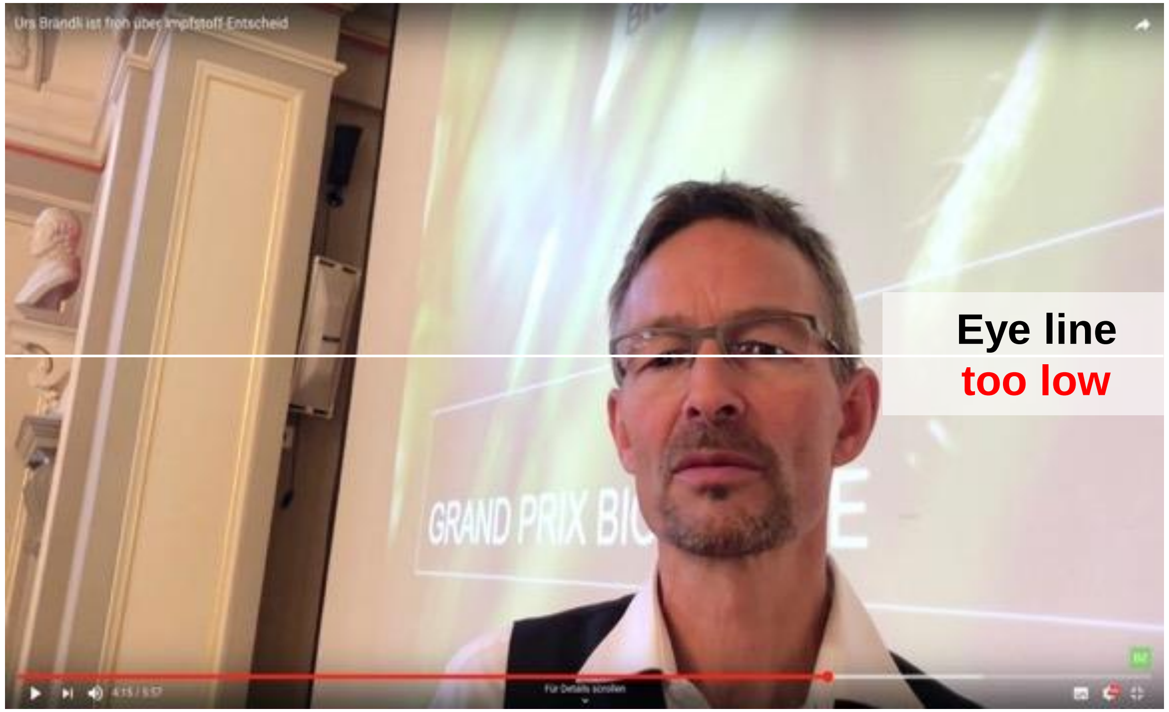
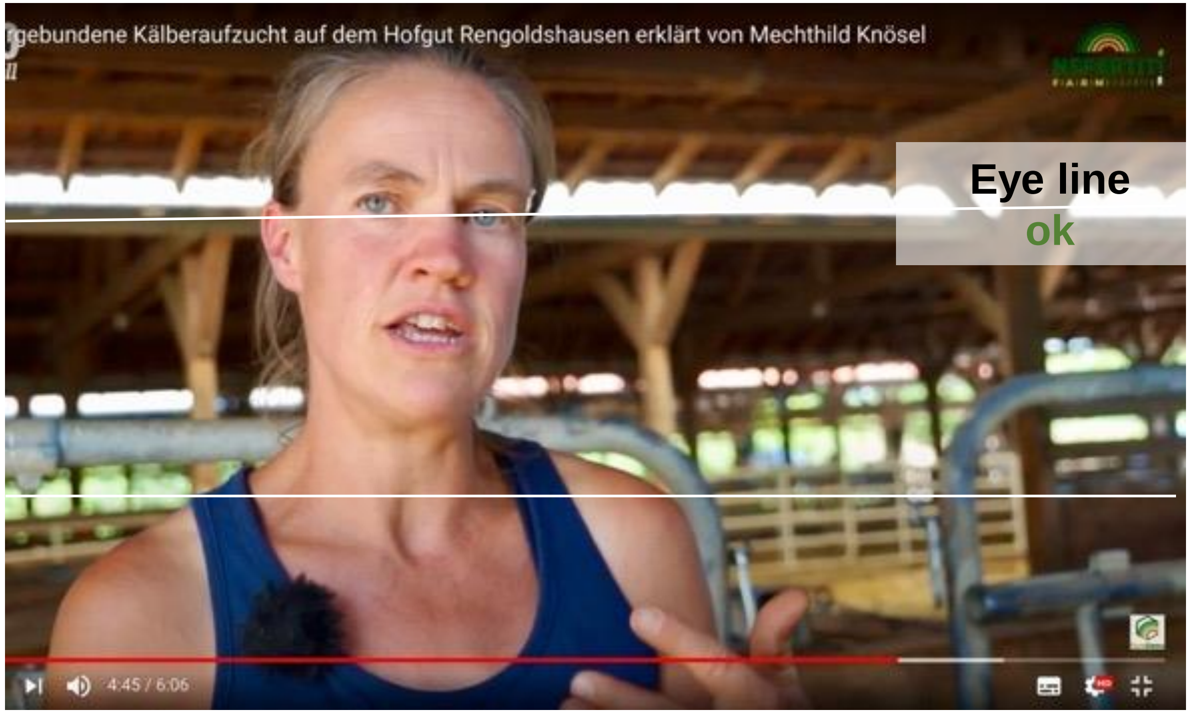
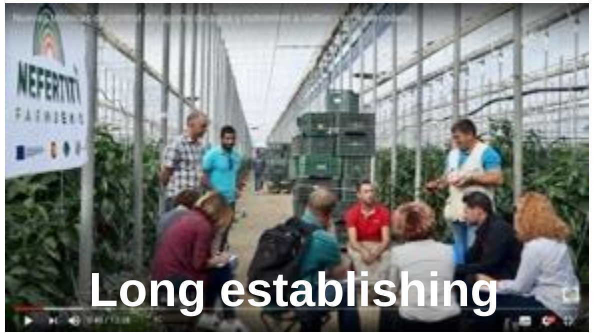
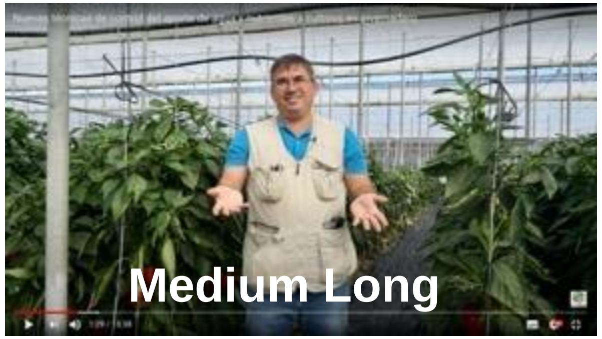
Rule of third

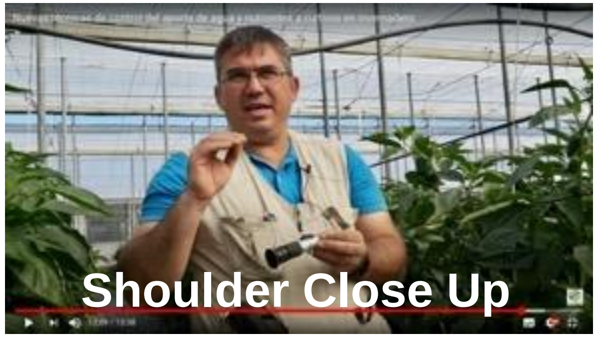

Urs Brändli ist froh über Impfstoff-Entscheid
GRAND PRIX BIO
Eye line
too low

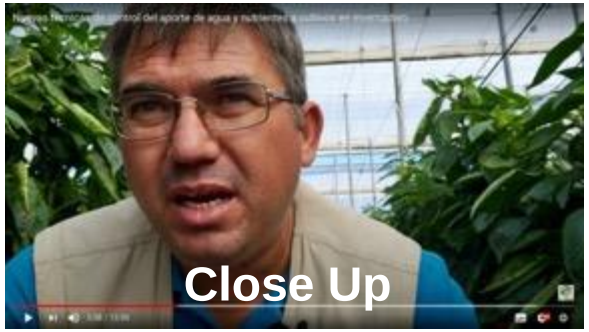

gebundene Kälberaufzucht auf dem Hofgut Rengoldshausen erklärt von Mechthild Knösel
Eye line
ok
4:45 / 6:06

Cadrage

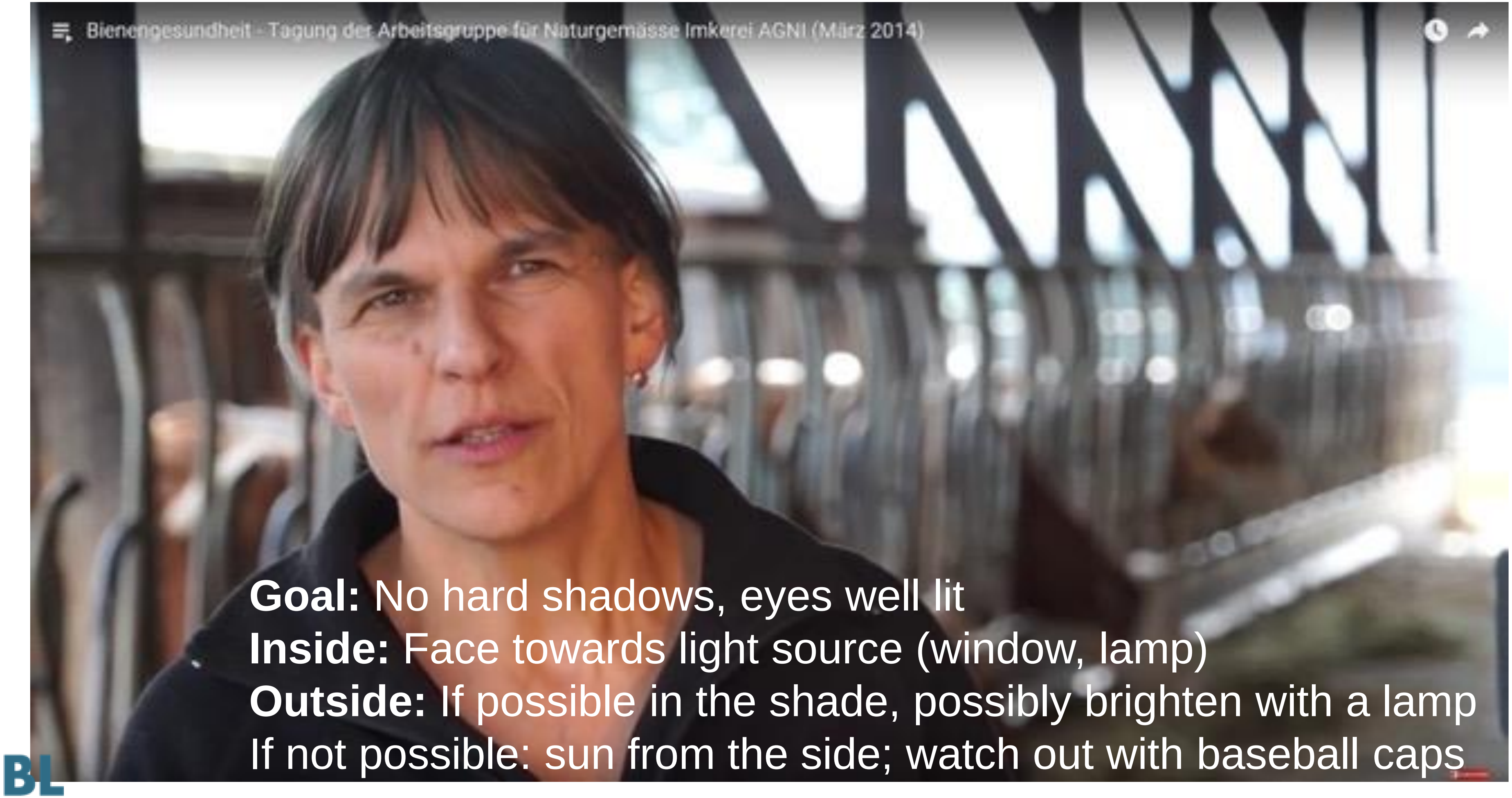

Long establishing


Medium Long


Shoulder Close Up



Light at the interview


Bienengesundheit - Tagung der Arbeitsgruppe für Naturgemässe Imkerei AGNI (März 2014)

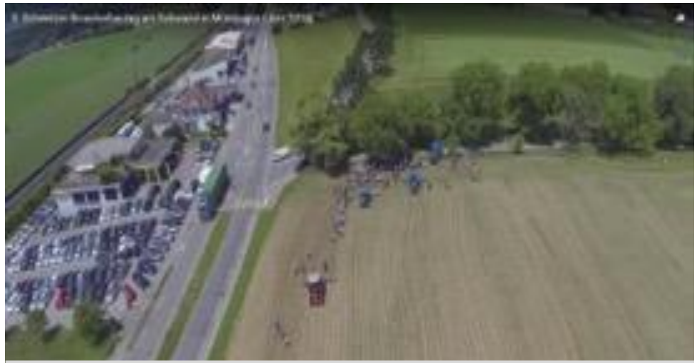
Goal: No hard shadows, eyes well lit
Inside: Face towards light source (window, lamp)
Outside: If possible in the shade, possibly brighten with a lamp
If not possible: sun from the side; watch out with baseball caps

Shooting B-roll/Footage

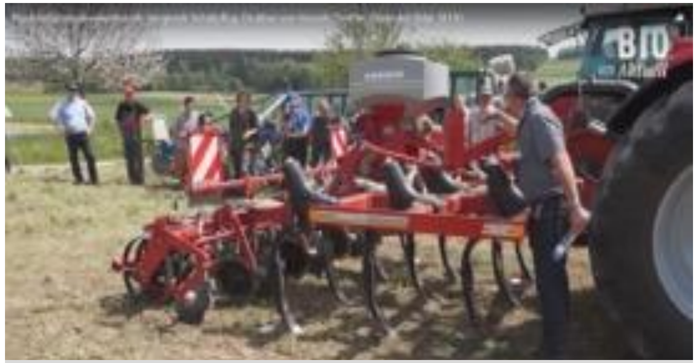
- **Sufficient footage, min 30 sec, no pan, no zoom!**
- **Various settings: Long, medium shot, close-ups**
- **Move camera slowly, avoid zooming**

Videos for agriculture 2/3: Creating footage

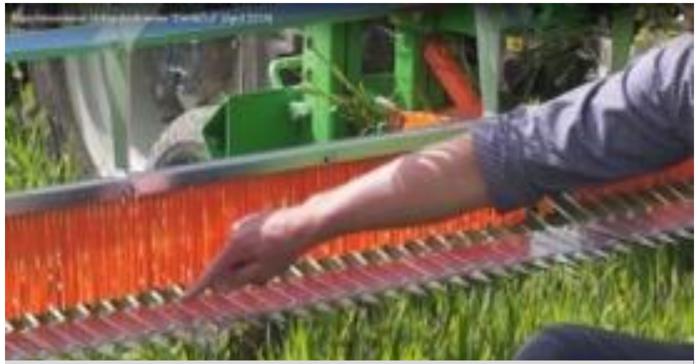
[Link to tutorial](#) "How to create varied footage"



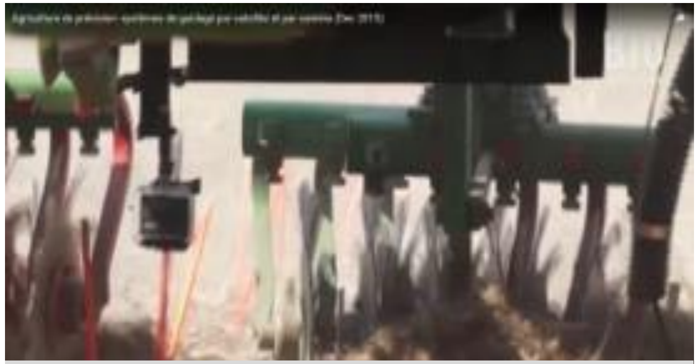
Long shot, establishing



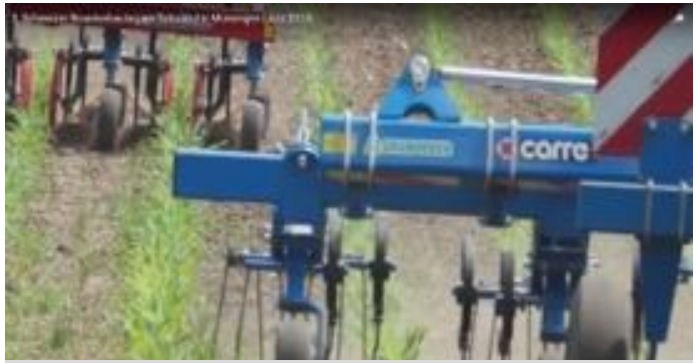
Medium long shot



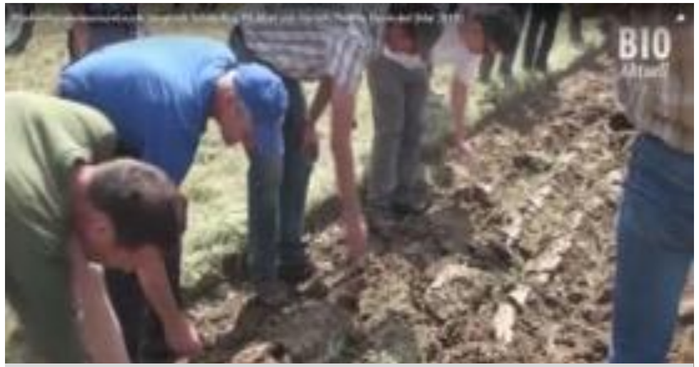
Close-ups



Close-ups with Action Cam



Close-ups with Tele



Footage

Time for exchange: Filming

Q & A

Your experiences

Promo
Teaser

Editing software

Android

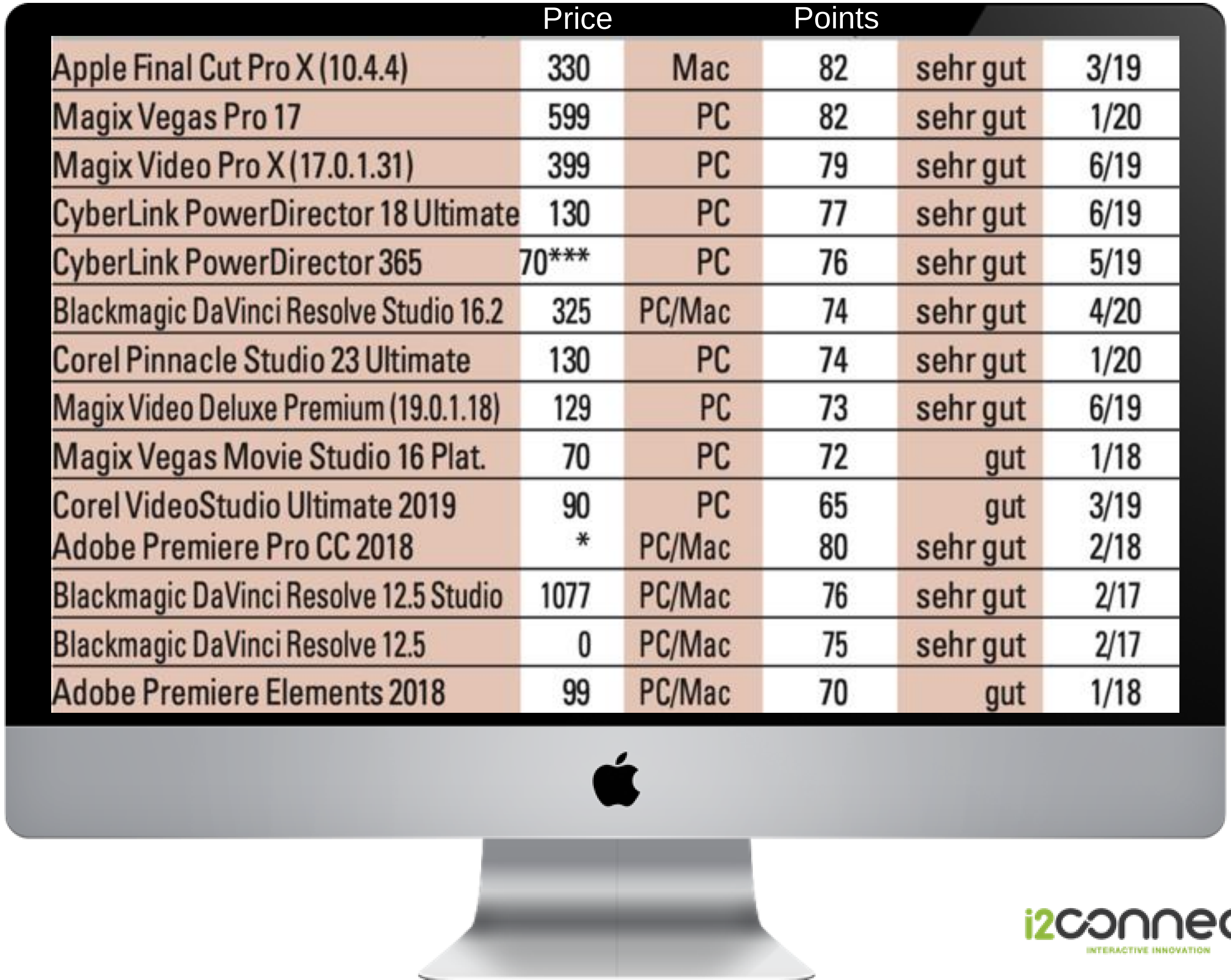
- FilmoraGo
- KineMaster
- CuteCUT

iphone

- iMovie
- LumaFusion

Both

- Adobe Premiere Rush



	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

Review/Links

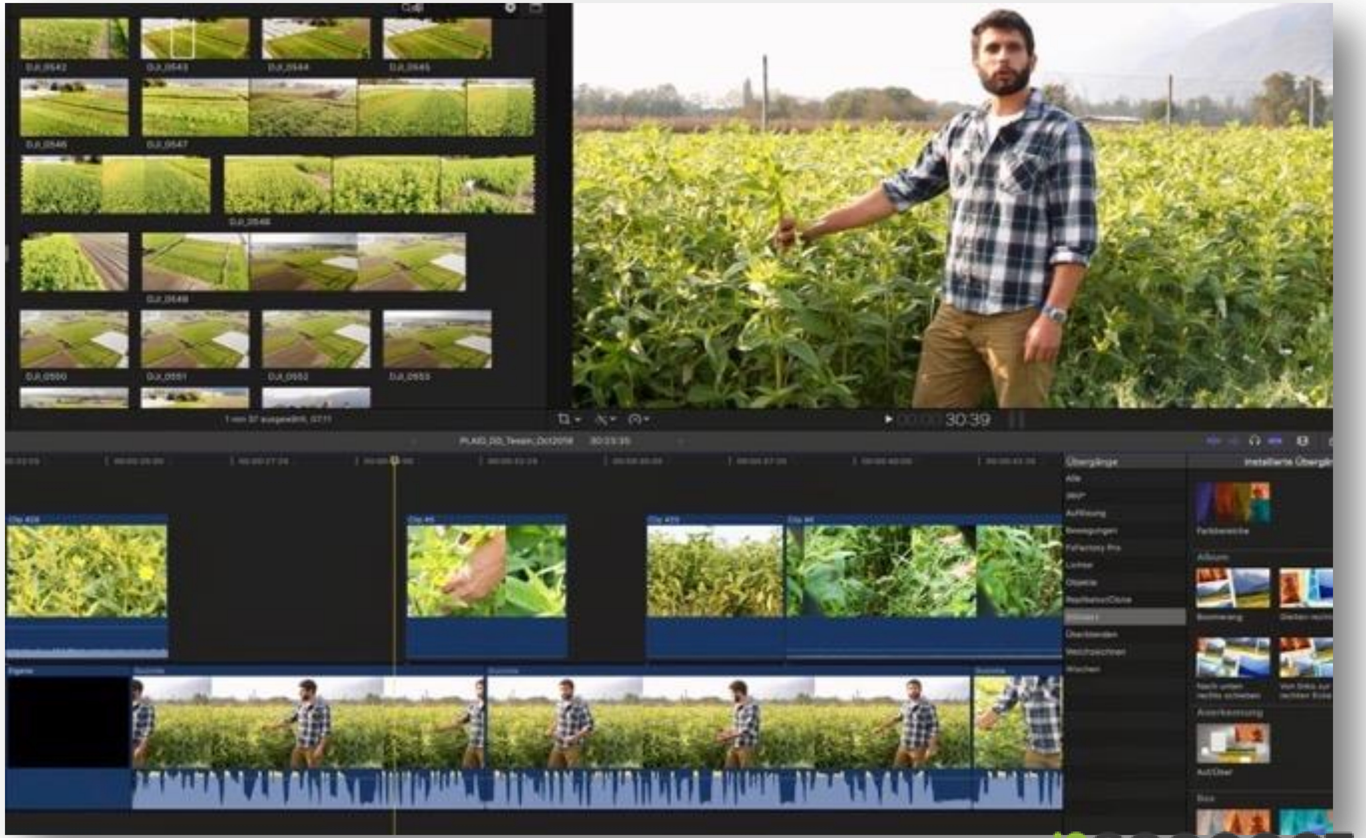
https://www.creativebloq.com/features/6-great-video-editing-apps-for-mobile

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

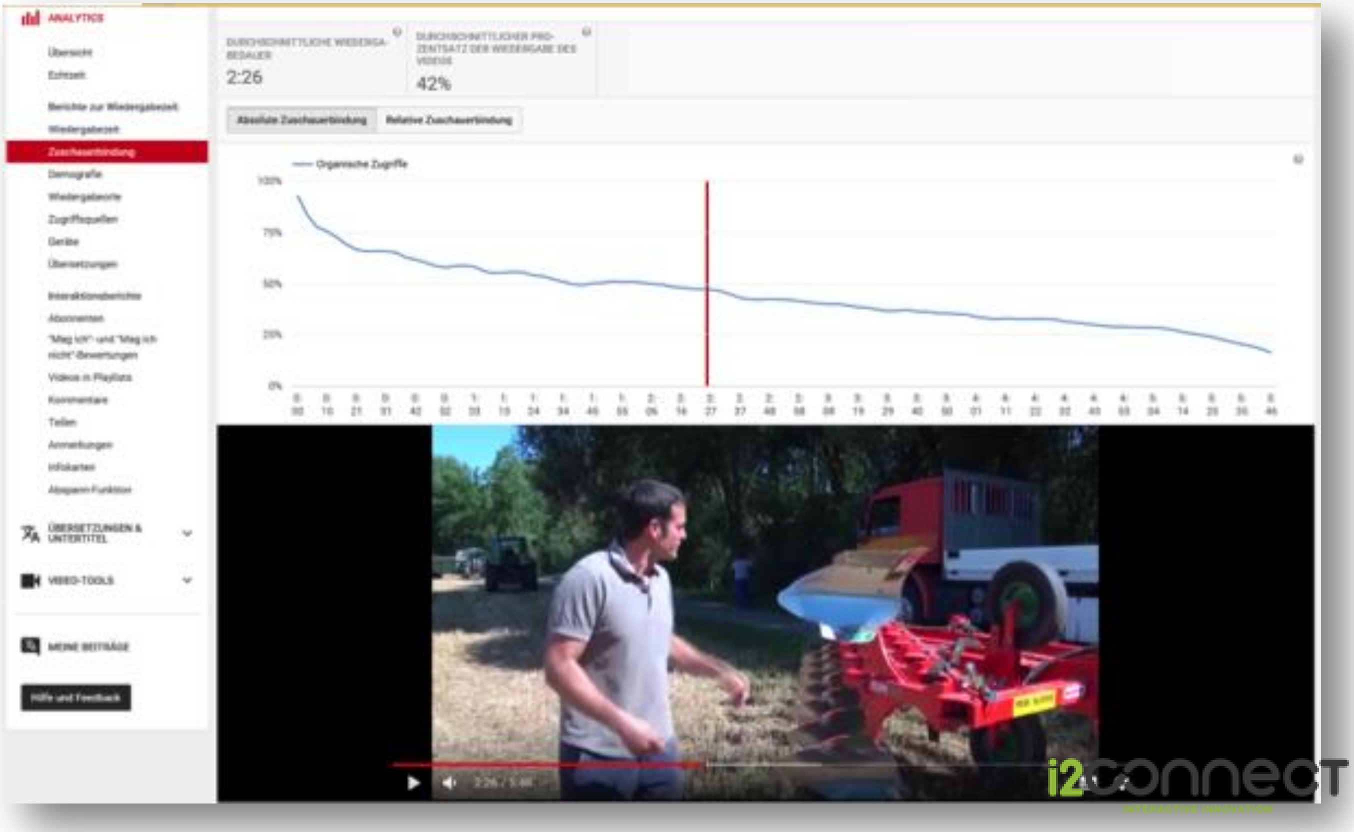
Videos for agriculture 3/3: Editing clips

[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)**



DURCHSCHNITTLICHE WIEDERGABEDAUER 2:26

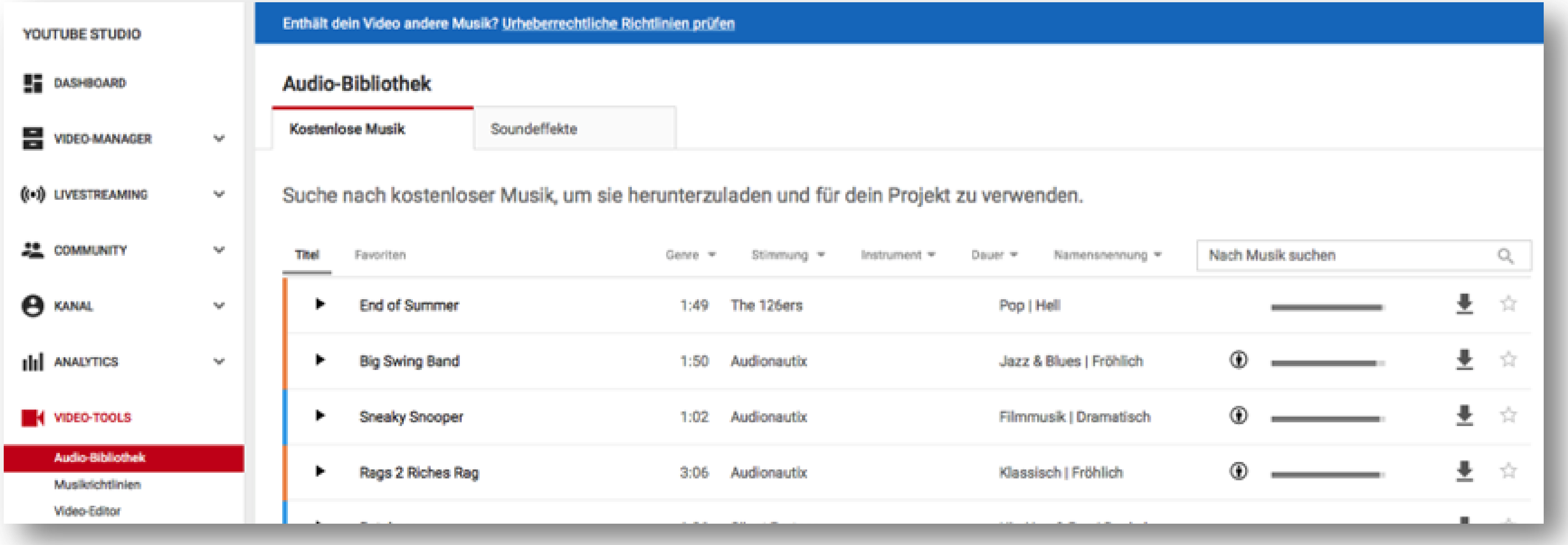
DURCHSCHNITTLICHER PROZENTSATZ DER WIEDERGABE DES VIDEOS 42%

ANALYTICS
Übersicht
Echtzeit
Berichte zur Wiedergabezeit
Wiedergabezeit
Zuschauerbindung
Demografie
Wiedergabeorte
Zugriffsquellen
Geräte
Übersetzungen
Interaktionsberichte
Abonnenten
"Mag ich"- und "Mag ich nicht"-Bewertungen
Videos in Playlists
Kommentare
Teilen
Anmerkungen
Infokarten
Abspann-Funktion
ÜBERSETZUNGEN & UNTERTITEL
VIDEO-TOOLS
MEINE BEITRÄGE
Hilfe und Feedback
Absolute Zuschauerbindung
Relative Zuschauerbindung
Organische Zugriffe
100%
75%
50%
25%
0%

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.-


YOUTUBE STUDIO
DASHBOARD
VIDEO-MANAGER
LIVESTREAMING
COMMUNITY
KANAL
ANALYTICS
VIDEO-TOOLS
Audio-Bibliothek
Musikrichtlinien
Video-Editor

Enthält dein Video andere Musik? Urheberrechtliche Richtlinien prüfen

Audio-Bibliothek

Kostenlose Musik
Soundeffekte

Suche nach kostenloser Musik, um sie herunterzuladen und für dein Projekt zu verwenden.

Titel
Favoriten
Genre
Stimmung
Instrument
Dauer
Namensnennung
Nach Musik suchen

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

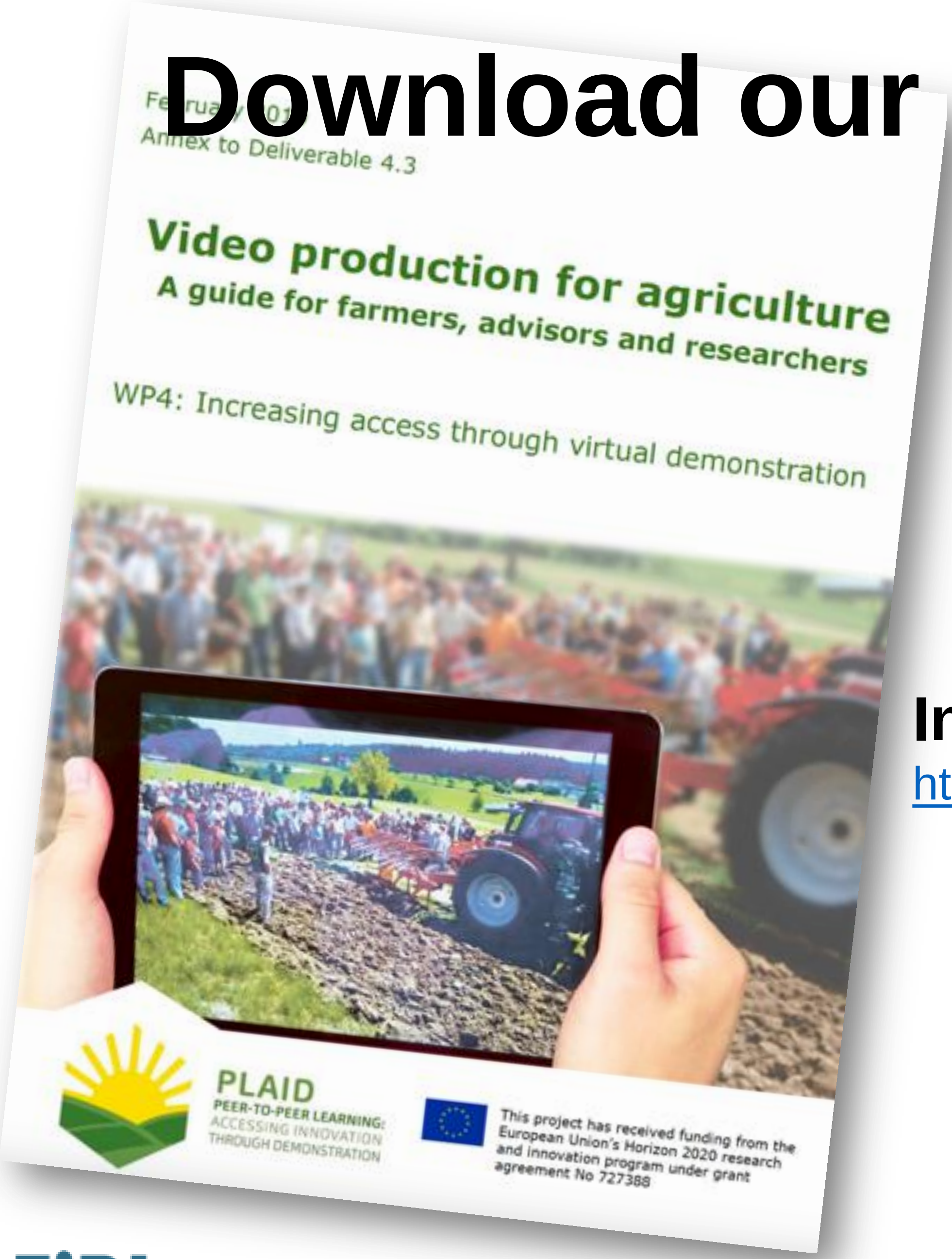
Q & A

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 201
Annex to Deliverable 4.3

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

WP4: Increasing access through virtual demonstration

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

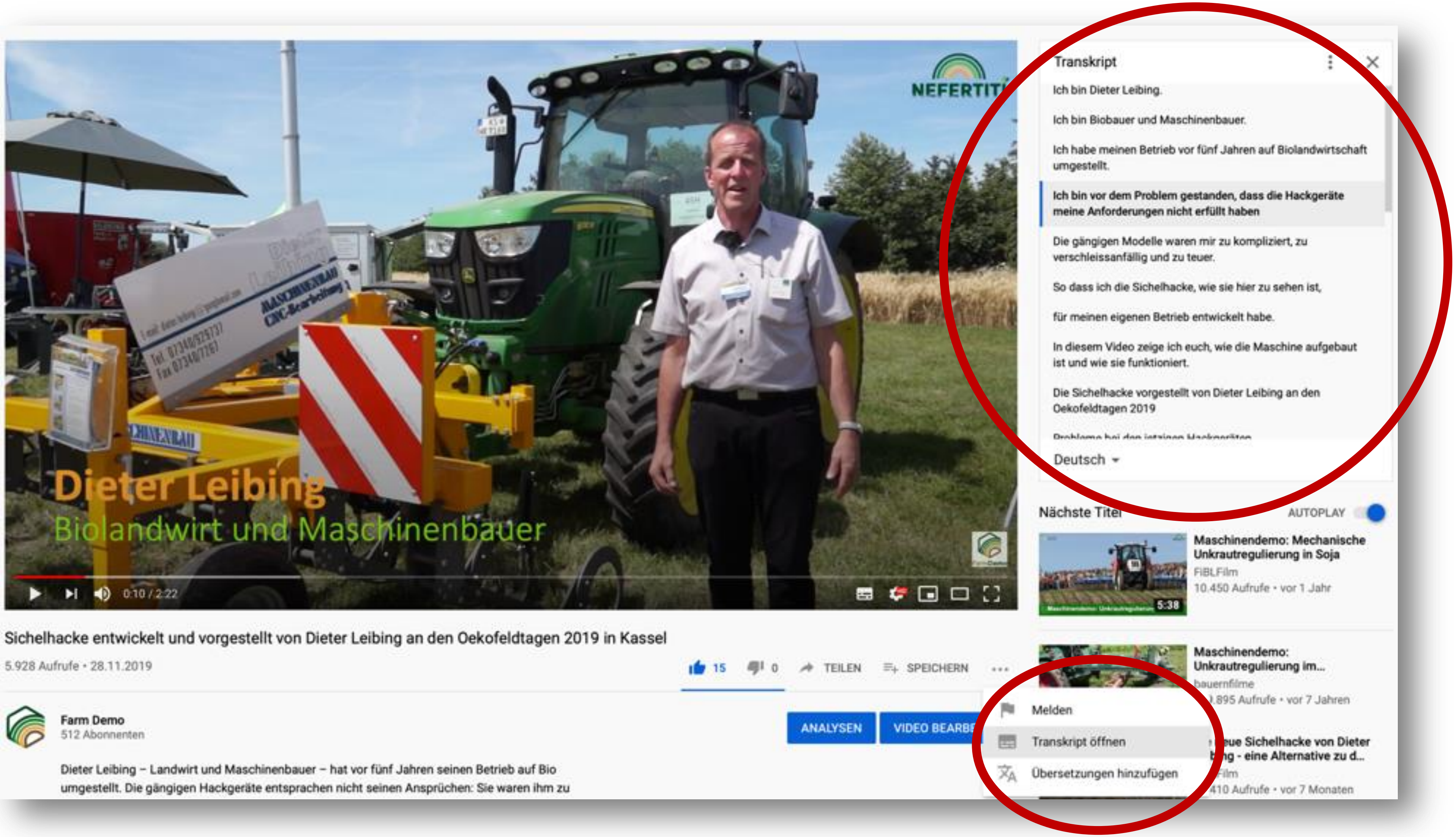
This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 727388

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


NEFERTITI
Dieter Leibing
Biolandwirt und Maschinenbauer
0:10 / 2:22
Transkript
Deutsch
Nächste Titel
AUTOPLAY
15
0
TEILEN
SPEICHERN
ANALYSEN
VIDEO BEARBE
Melden
Transkript öffnen
Übersetzungen hinzufügen

Ich bin Dieter Leibing.

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 Leibing an den Oekofeldtagen 2019

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

5.928 Aufrufe • 28.11.2019

Farm Demo
512 Abonnenten

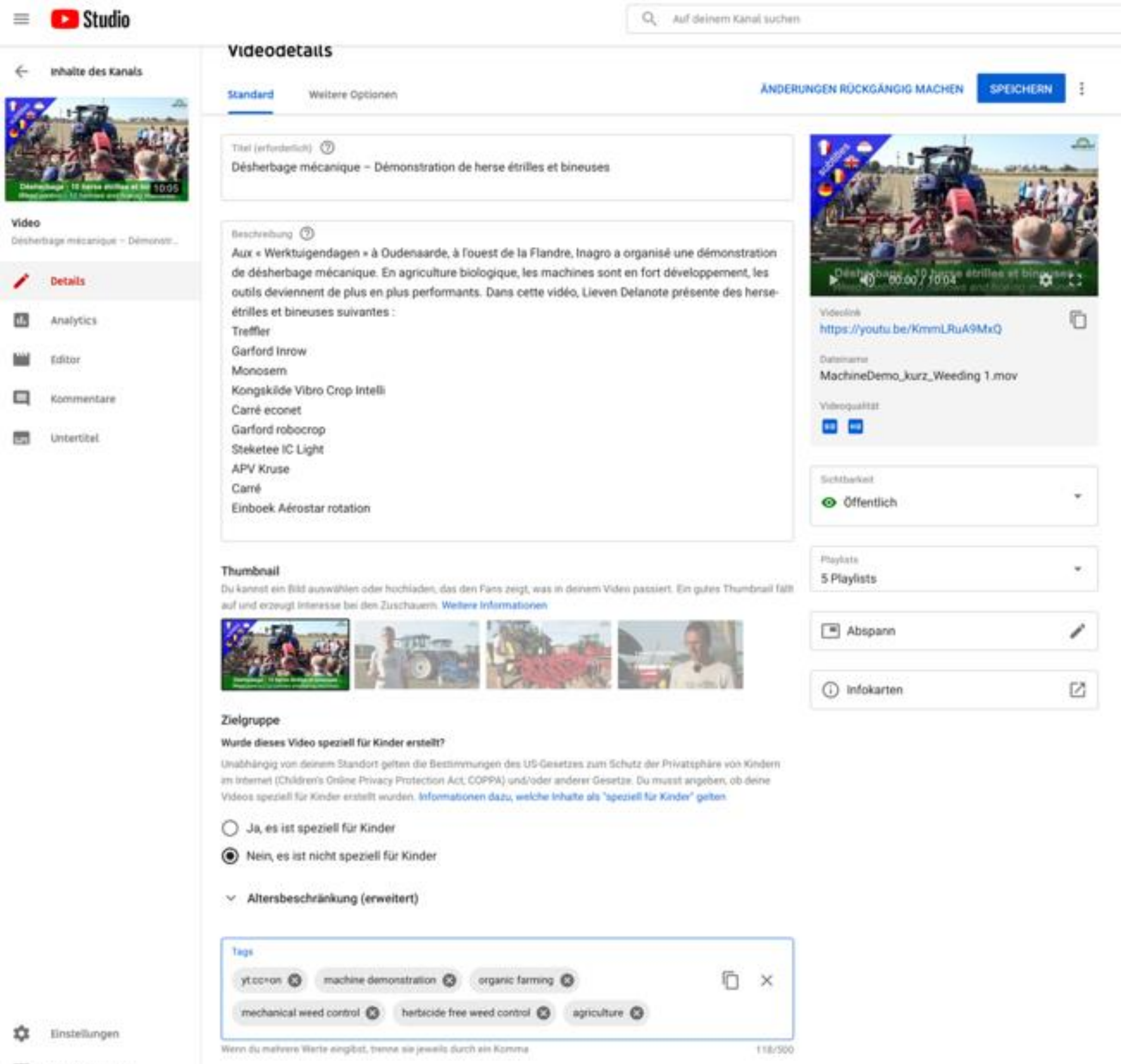
Dieter Leibing – Landwirt und Maschinenbauer – hat vor fünf Jahren seinen Betrieb auf Bio umgestellt. Die gängigen Hackgeräte entsprachen nicht seinen Ansprüchen: Sie waren ihm zu

Maschinendemo: Mechanische Unkrautregulierung in Soja
FIBLFilm
10.450 Aufrufe • vor 1 Jahr

Maschinendemo: Unkrautregulierung im...
bauernfilme
.895 Aufrufe • vor 7 Jahren

eue Sichelhacke von Dieter ng - eine Alternative zu d...
Film
410 Aufrufe • vor 7 Monaten

Title, description and tags on YouTube


Studio
Auf deinem Kanal suchen
Inhalte des Kanals
10:05
Video
Désherbage mécanique – Démonstr...
Details
Analytics
Editor
Kommentare
Untertitel
Einstellungen
Videodetails
Standard
Weitere Optionen
ÄNDERUNGEN RÜCKGÄNGIG MACHEN
SPEICHERN
00:00 / 10:04
Abspann
Infokarten

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
Du kannst ein Bild auswählen oder hochladen, das den Fans zeigt, was in deinem Video passiert. Ein gutes Thumbnail fällt auf und erzeugt Interesse bei den Zuschauern. Weitere Informationen

Zielgruppe
Wurde dieses Video speziell für Kinder erstellt?
Unabhängig von deinem Standort gelten die Bestimmungen des US-Gesetzes zum Schutz der Privatsphäre von Kindern im Internet (Children's Online Privacy Protection Act, COPPA) und/oder anderer Gesetze. Du musst angeben, ob deine Videos speziell für Kinder erstellt wurden. Informationen dazu, welche Inhalte als "speziell für Kinder" gelten

○ Ja, es ist speziell für Kinder
● Nein, es ist nicht speziell für Kinder

Altersbeschränkung (erweitert)

Tags
yt:cc=on, machine demonstration, organic farming, mechanical weed control, herbicide free weed control, agriculture
Wenn du mehrere Werte eingibst, trenne sie jeweils durch ein Komma
118/500

Videolink
https://youtu.be/KmmLRuA9MxQ

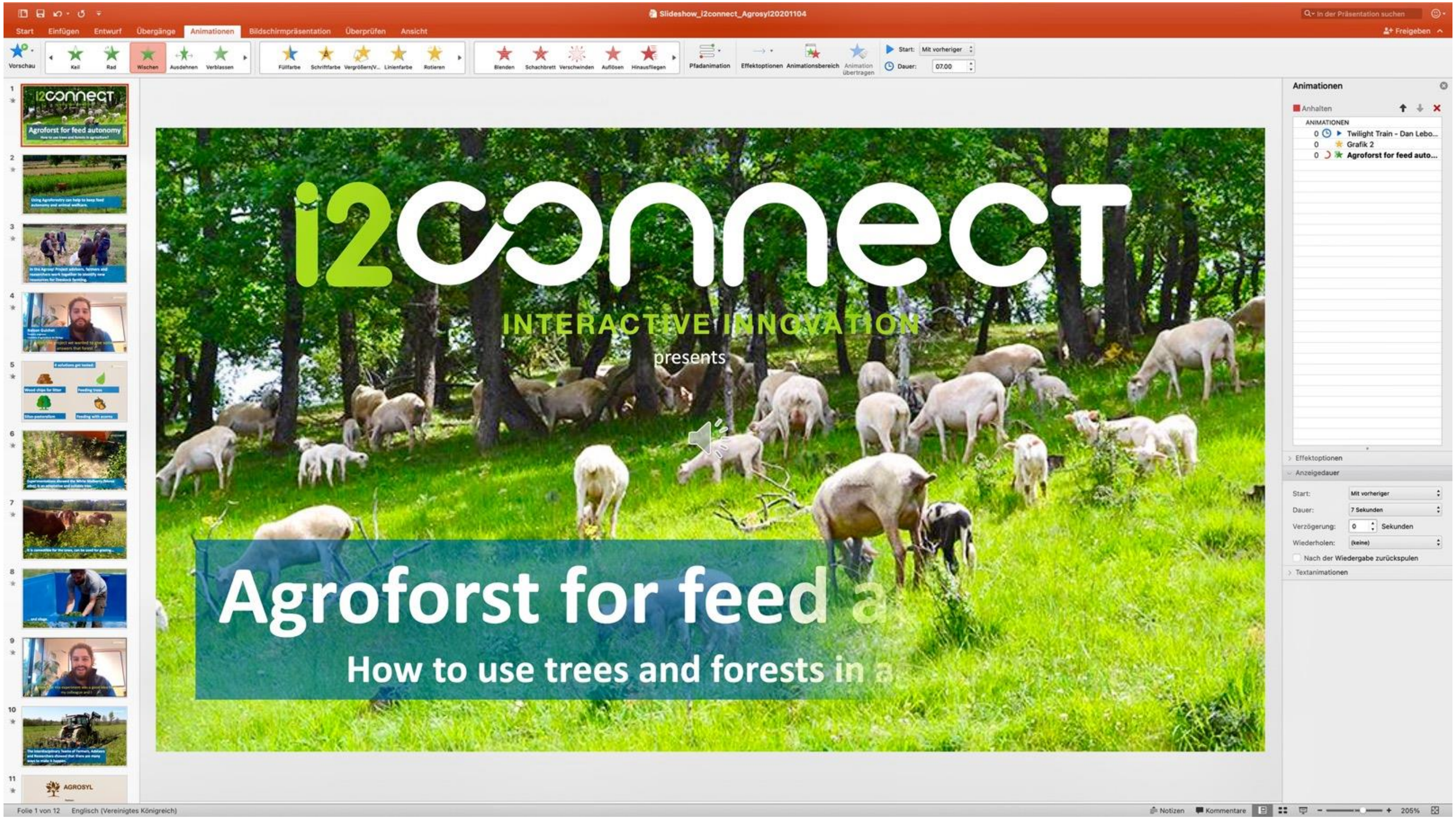
Dateiname
MachineDemo_kurz_Weeding 1.mov

Videoqualität

Sichtbarkeit
Öffentlich

Playlists
5 Playlists

Creating an animated Slideshow as video in PPT


Slideshow_i2connect_Agrosyl20201104
Start
Einfügen
Entwurf
Übergänge
Animationen
Bildschirmpräsentation
Überprüfen
Ansicht
Freigeben
Vorschau
Keil
Rad
Wischen
Ausdehnen
Verblassen
Füllfarbe
Schriftfarbe
Vergrößern/V...
Linienfarbe
Rotieren
Blenden
Schachbrett
Verschwinden
Auflösen
Hinausfliegen
Pfadanimation
Effektoptionen
Animationsbereich
Animation übertragen
i2connect
INTERACTIVE INNOVATION
presents
Agroforst for feed a
How to use trees and forests in a
Animationen
Anhalten
Effektoptionen
Anzeigedauer
Textanimationen
Folie 1 von 12
Englisch (Vereinigtes Königreich)
Notizen
Kommentare
205%

Start: Mit vorheriger
Dauer: 07.00

ANIMATIONEN
0 Twilight Train - Dan Lebo...
0 Grafik 2
0 Agroforst for feed auto...

Start: Mit vorheriger
Dauer: 7 Sekunden
Verzögerung: 0 Sekunden
Wiederholen: (keine)
☐ Nach der Wiedergabe zurückspulen

Sonja Kanthak
IBLA Luxemburg

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

Creating an animated Slideshow as video in PPT

Sonja Kanthak
IBLA Luxemburg

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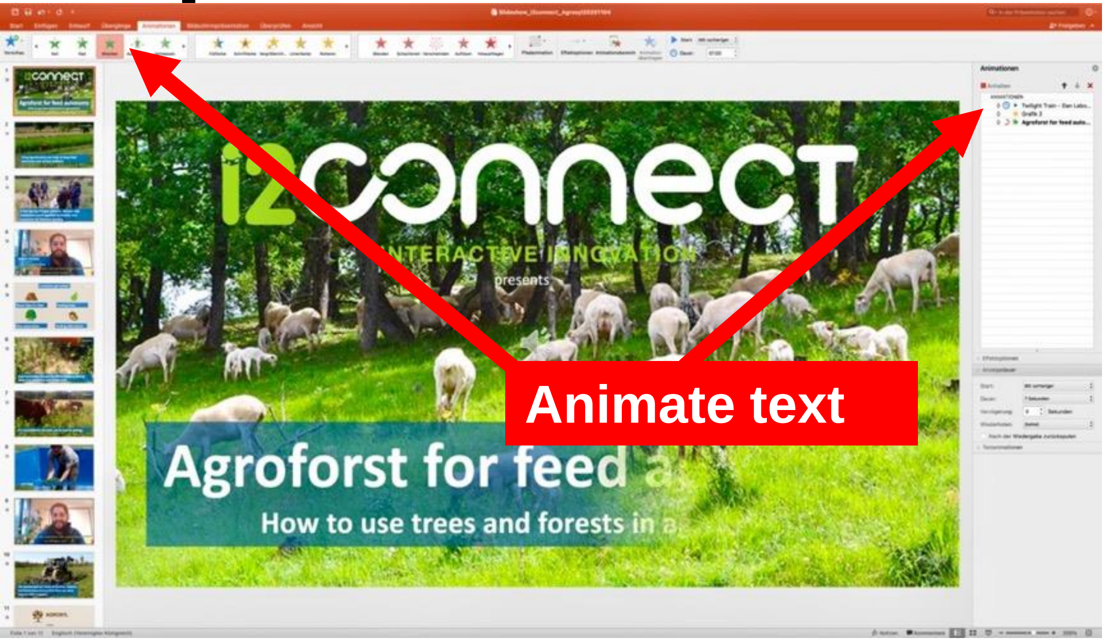
Tips for animated PPT

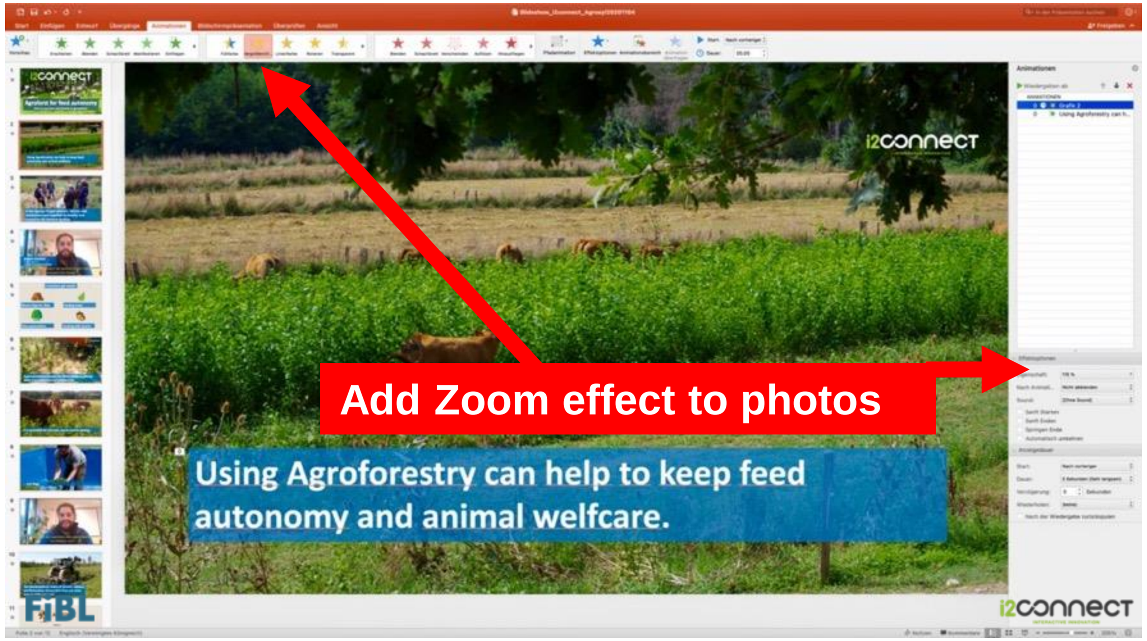


i2connect
INTERACTIVE INNOVATION
presents

Agroforst for feed a

How to use trees and forests in a

Animate text



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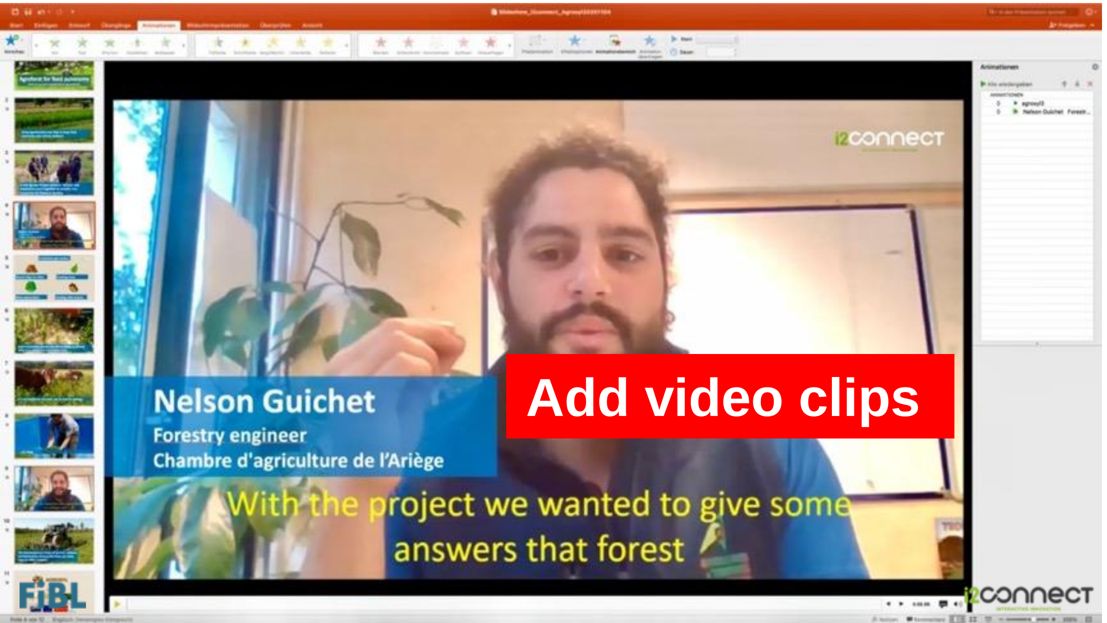
FiBL
i2connect

Using Agroforestry can help to keep feed autonomy and animal welfcare.

Add Zoom effect to photos



i2connect
FiBL
i2connect

Nelson Guichet
Forestry engineer
Chambre d'agriculture de l'Ariège

With the project we wanted to give some answers that forest

Add video clips

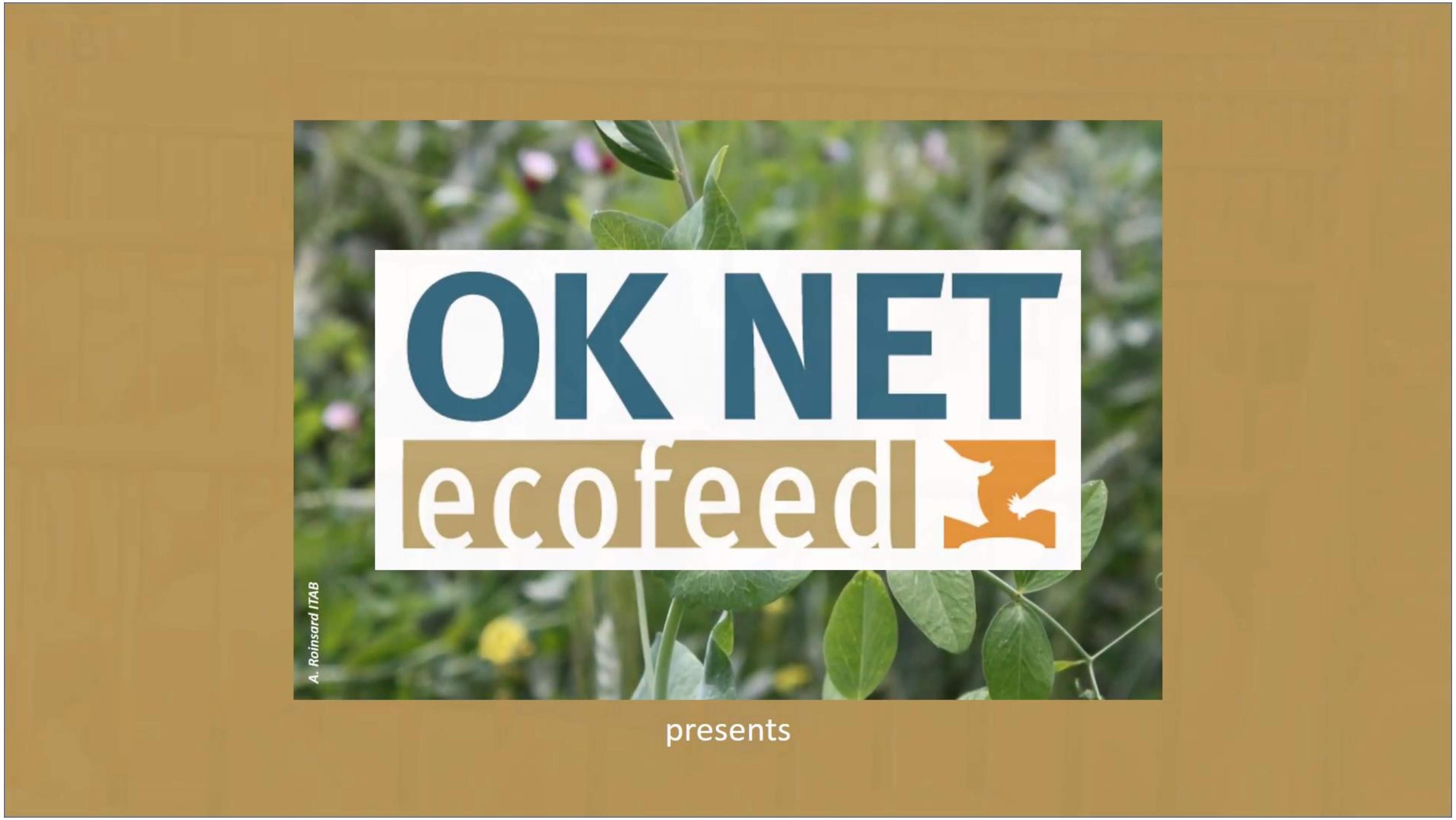
Add voice-over with text-to-speech software e.g. Amazon polly or register your own voice

Save PPT: as movie file

Creating an animated Slideshow as video in PPT

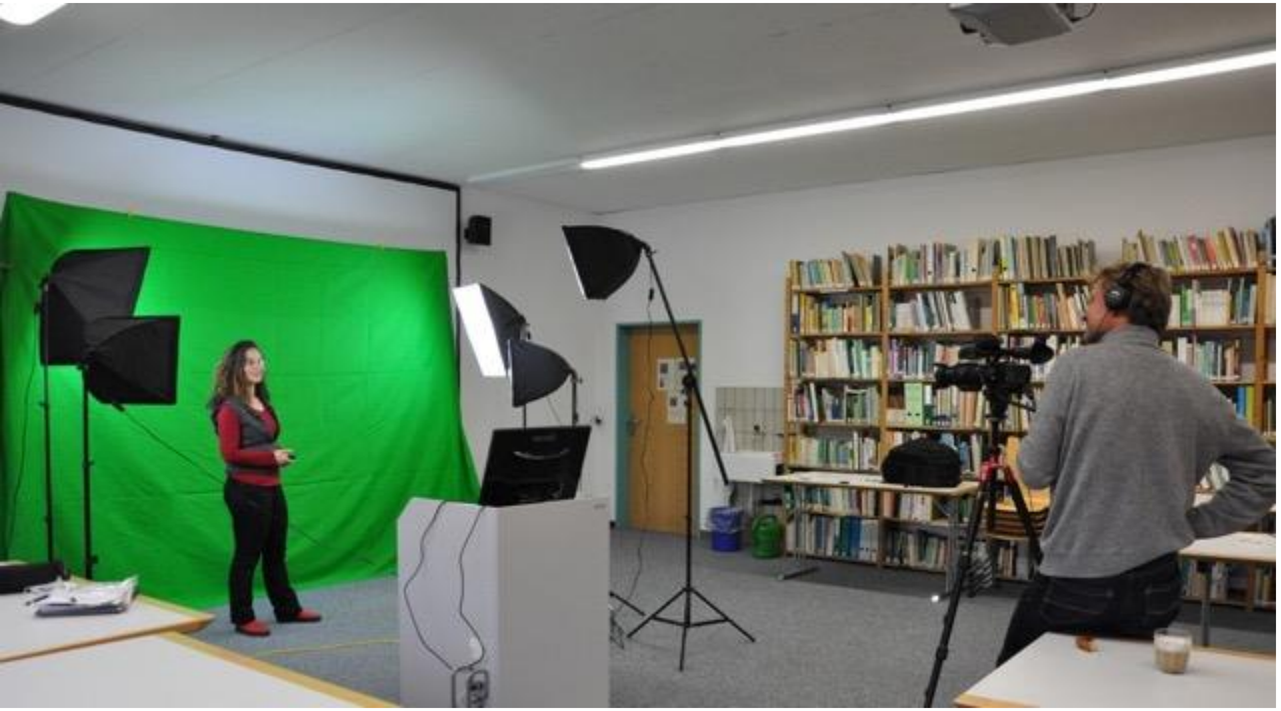
Example: https://youtu.be/8kv85NhNdtI

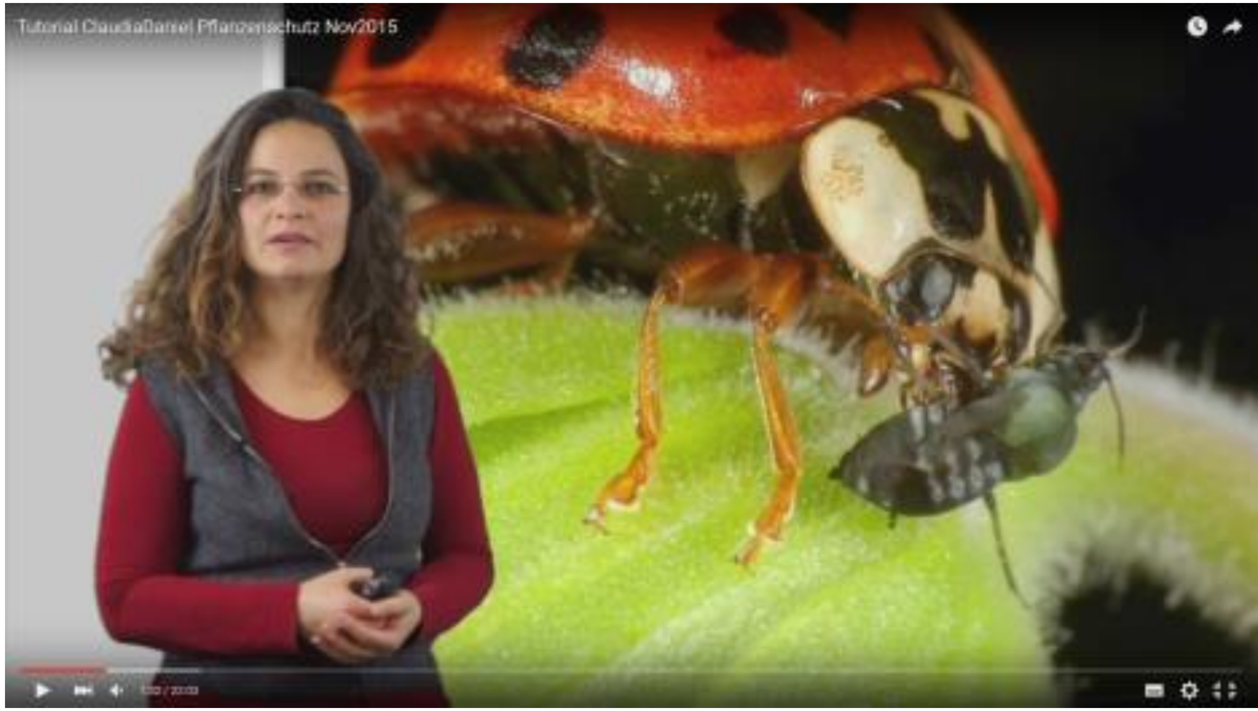
Video 2


OK NET
ecofeed
A. Roinsard ITAB
presents

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



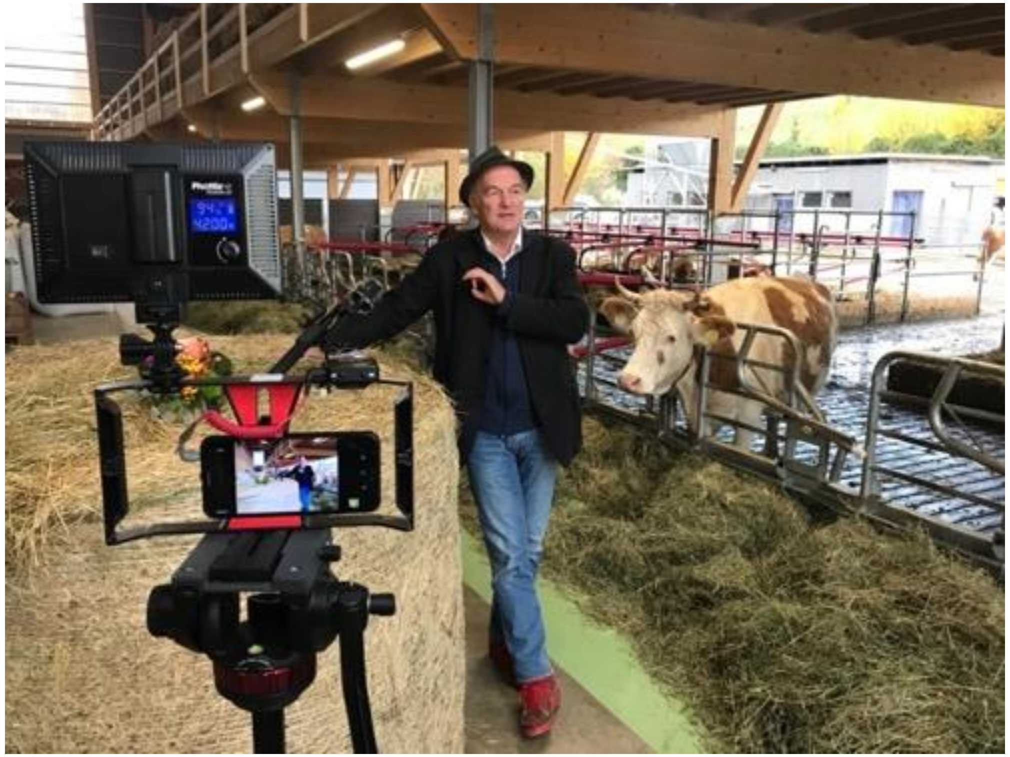

Tutorial ClaudiaDaniel Pflanzenschutz Nov2015

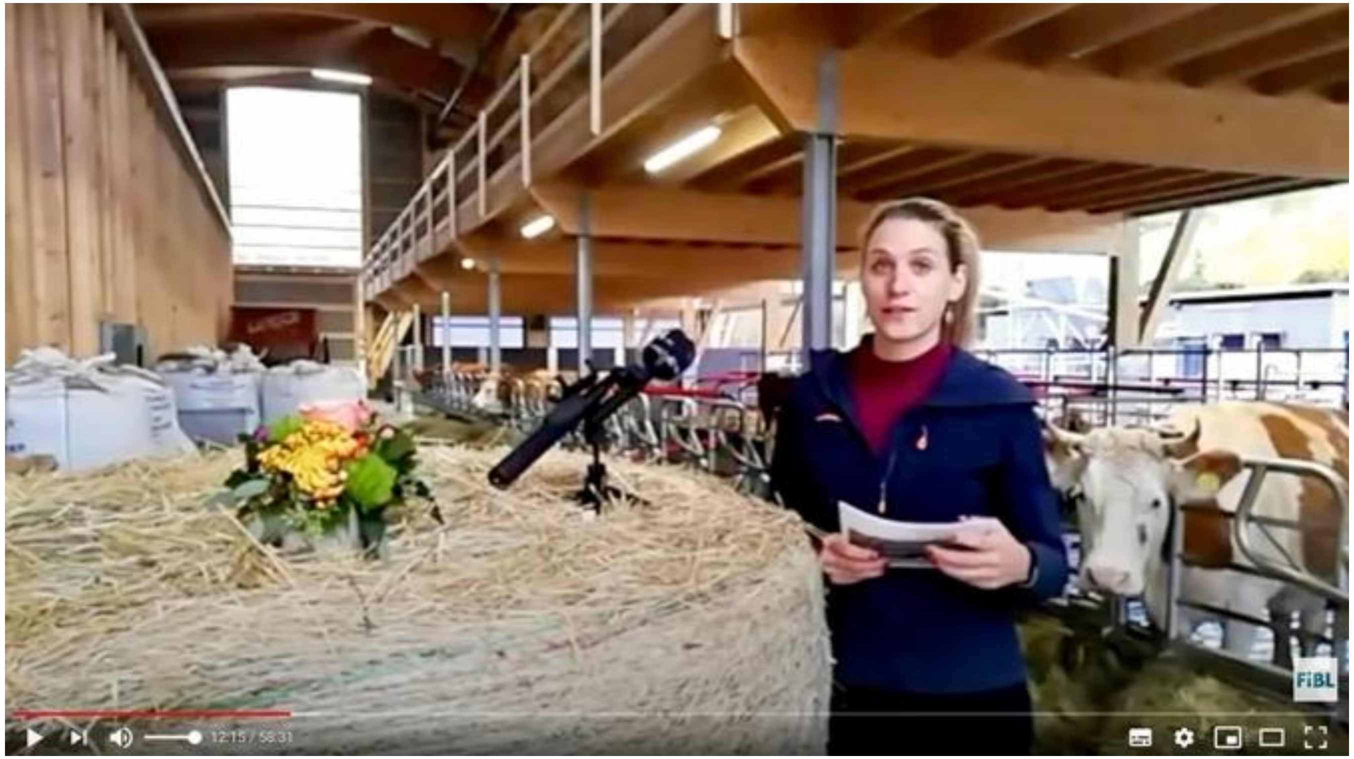
Example: Tutorial style

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**





Example: Tofu-making course

Filming at conferences, project meetings

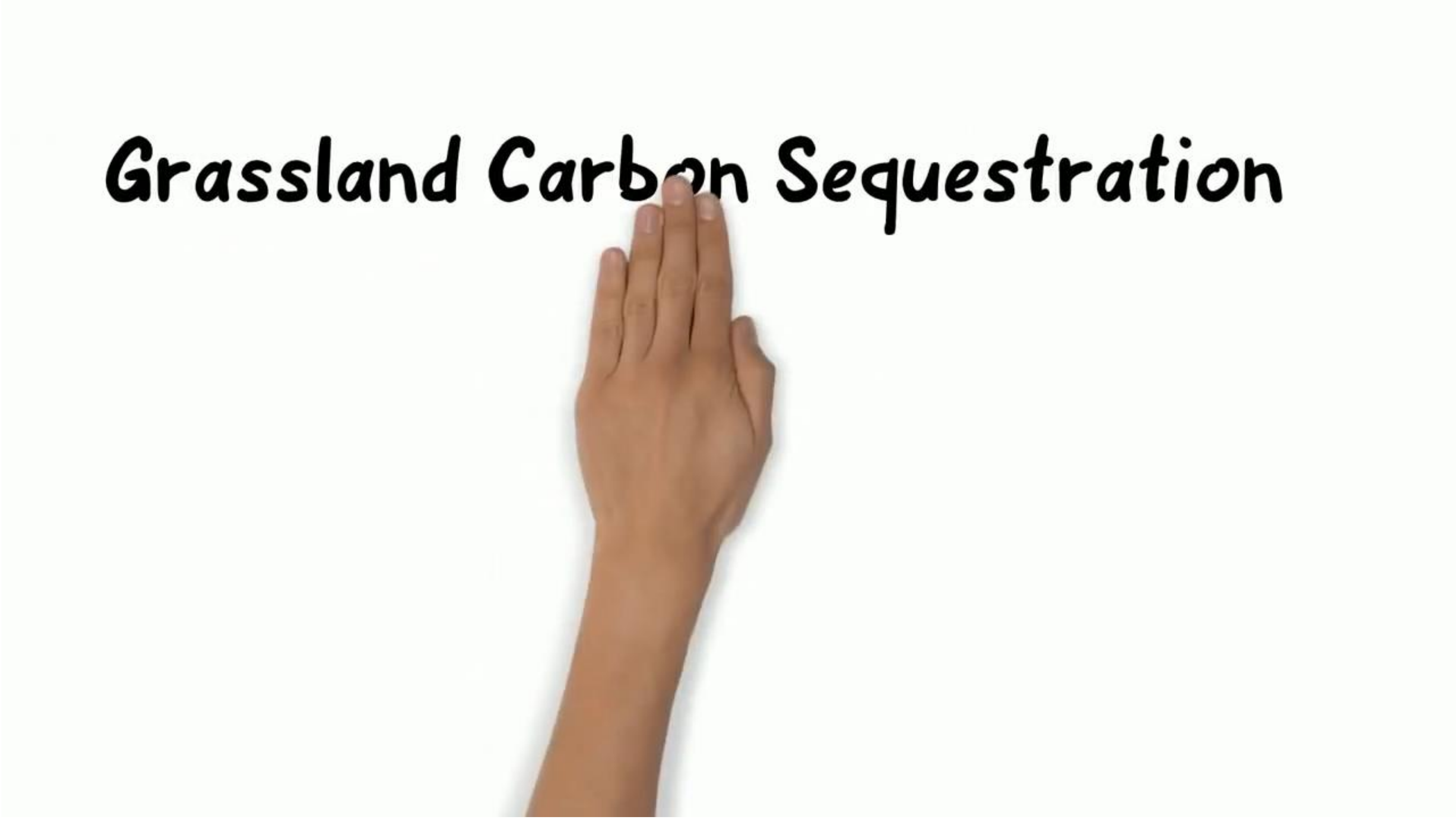
- Overview or selected topics
- Footage: Speakers, audiences etc.
- Footage: Photos, PPT, videoclips from interviewed partner

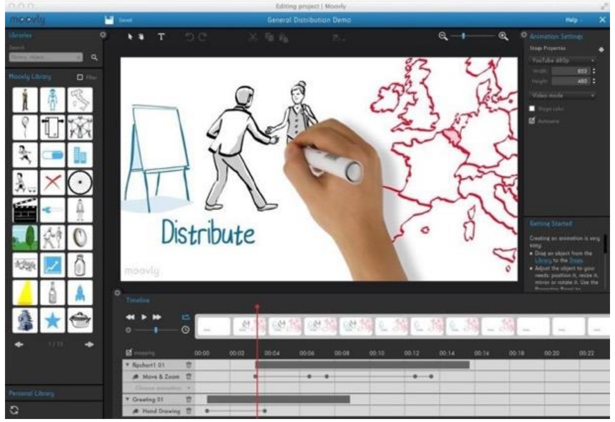
FarmDemo Conference, Brussels 21 May 2019
FarmDemo
Use the FarmDemo Training kit

FarmDemo Conference, Brussels 21 May 2019
Farm
Fleur Marchand
ILVO, Belgium

Explainer videos

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


Grassland Carbon Sequestration


Distribute
moovly

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!