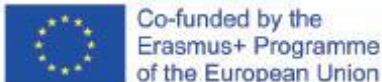


Video Training



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VIDEO TRAINING

The aim of this training is to help you create short videos to promote your Social Farm and the services you offer.

This PPT will show you how to create a video using your phone





EXAMPLE SOCIAL FARM VIDEO

View Butterlope Farm, a Social Farm in Northern Ireland (UK)

This training will help you create a similar video



**Butterlope Social Farm
Northern Ireland (UK)**

<https://www.youtube.com/watch?v=BnI5v0MPKPI>

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MODULE CONTENT

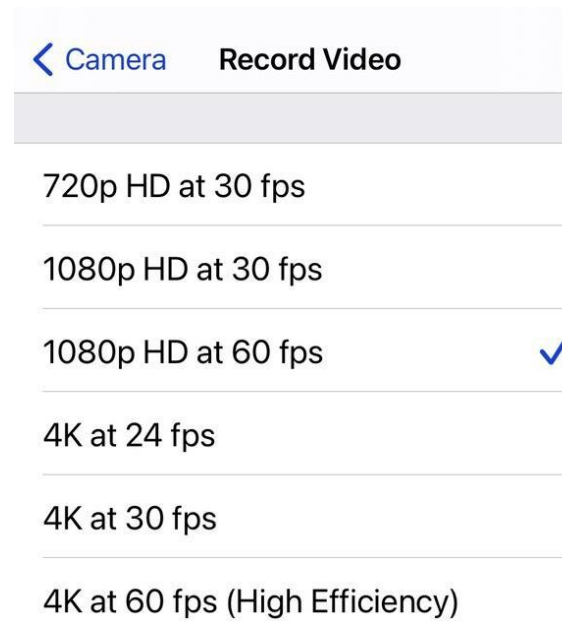
1. Smartphone settings
2. Video Plan: What to include in your video
3. Setting up for video
4. How to keep the phone steady when filming
5. Light: Outside & Inside
6. Shooting the video

Top Tip!

Record at 1080p

1. SMARTPHONE SETTINGS

- Go to phone settings and select 'Camera'
- Set 'Record Video' to 1080p HD at 30fps or 60fps (These settings provide a high quality video)
- 4k is not really necessary - it takes up more storage space



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Top Tip!

Make a plan so you know what to record!

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2. VIDEO PLAN

Before you start filming plan what do you want to include in your video

Include some information on:

- Who you are (introduce yourself)
- Who else is involved in Social Farming delivery
- Describe the farm – farming enterprise, location, any distinctive features
- Show farm buildings, animals and landscape
- Social Farming participants on your farm
- How often you deliver a service
- Show the activities you offer on your Social Farm
- A typical Social Farming session
- Explain the benefits of Social Farming for you, your farm and the participants

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Top Tip!

Watch the video then
read the following
slides for more tips

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3. SETTING UP FOR VIDEO



[CLICK TO VIEW ON YouTube](https://www.youtube.com/watch?v=M_5Jb-G6XUU)

https://www.youtube.com/watch?v=M_5Jb-G6XUU

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Top Tip!

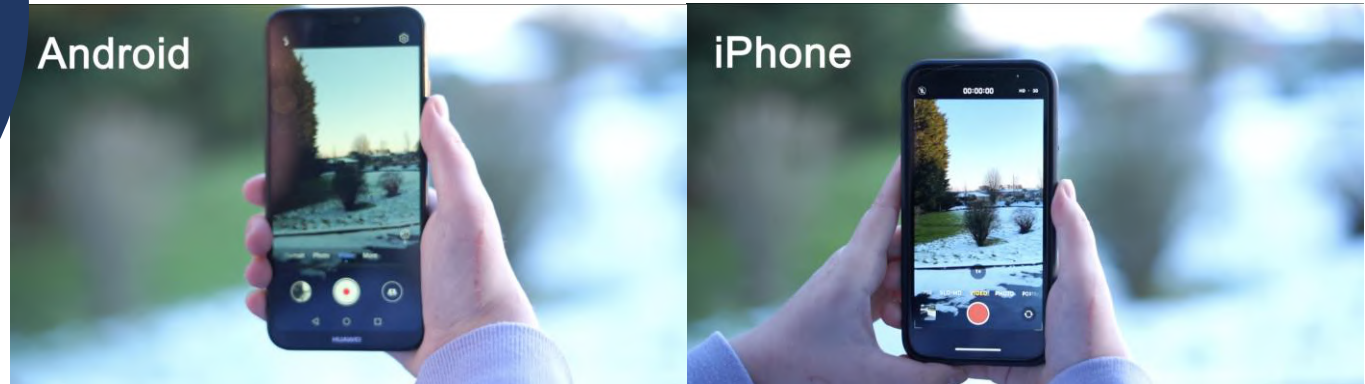
Turn on airplane mode to stop notification sounds on your video

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3. SETTING UP FOR VIDEO

Open up the Camera on your phone and select video



Turn the phone landscape (horizontally)



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Top Tip!

Clean the camera lens and make sure your phone is fully charged!

3. SETTING UP FOR VIDEO

Press and hold until the 'AUTO LOCK' / 'AE/AF LOCK' appears

This locks the focus and light throughout filming



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4. HOW TO KEEP THE PHONE STEADY WHEN FILMING

3 SUGGESTIONS:

1. Hold elbows close to your body
2. Kneel and rest your elbow on your knee to steady your arm
3. Lean on a nearby object – a fence or a wall



Top Tip!

Cloudy days are better than bright sunny days!

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5. LIGHT: OUTSIDE



Don't choose a very sunny day!

Too much sun casts shadows on the people you are filming

And can show your shadow in the video!



Cloudy days give better lighting

Try to film before or after midday sun



Top Tip!

Film where there is good light in front

5. LIGHT: INSIDE



Do not film with a window behind the person or they will be in shadow



Film with the window in front of the person so they will be well lit

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Top Tip!

Clean the lens
before you film

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6. SHOOTING THE VIDEO

- Record short video clips of 3-5 seconds then stop and record the next scene
- The back camera is better quality than the front lens
- Avoid walking or panning (moving the camera horizontally) as too much movement makes the video shaky
- View and check each clip before you film the next clip
- Delete video clips that you will not use – this will make it easier to edit

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Top Tip!

Print this page as
a checklist when
filming

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CHECKLIST

- Make a Video Plan so you know what you need to film
- Turn your phone on airplane mode when filming
- Hold the phone horizontally
- Use the back camera and clean the lens
- Take short videos of 3-5 seconds then record the next clip
- Avoid walking or panning horizontally with the phone
- View and check each clip before recording the next clip

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