



Global soil Doctors Programme

Guidelines for recoding video with farmers

Instructions:

The objective of the video is to visualize a fragment of the theoretical explanation (using the poster) or of the practical exercise (using the soil kit).

The video should have a duration of maximum **5 min** and shot **horizontally** (landscape orientation).

The criteria for acceptance of the video are:

- The trainer's explanation must be clearly heard.
- The information is complete and easy to understand.
- The use of the didactic material is shown: poster or kit.
- The identification of the program and its sponsors are visible.
- It is possible to see one or more farmers receiving the information.
- It is possible to see farmers answering or asking questions or actively participating in the activity.

- Provide the following metadata

Name of the person _____

Topic (poster selected) _____

Type of activity (theoretical or practical) _____

Locality _____

Title of the video _____

General description of the video _____

In case you want to include your video on the FAO platform, please indicate specifically:

- The names of the persons appearing and their authorization to the image release
- The place where the video was taken
- The names of the institutions and persons who should be included as authors and sponsors of the video
- The title of the video and a short summary
- The transcription (and translation in English) of explanations or additional text in a word document.

Recommendations:

It is recommended that you plan your video before recording it and follow the instructions below:

Planning

- Read carefully the video script and plan all the shootings and sequences that could take place both in open and closed spaces.

- Decide what must be included and what can be omitted to obtain a clean and effective results.
- Keep the video as short and simple as possible while still accomplishing its goals.

Equipment

- DSLR camera offer the benefit of interchangeable zoom lenses with adjustable aperture;
- in alternative you can use cell phone or video camera;
- tripod or gimbal can help to obtain a steady, clear, and consistently good viewing quality;
- external microphone (with cable or wireless).

Recording

- 1920×1080 pixels, often called HD or 1080p;
- 16:9 aspect ratio;
- keep the video clips (scenes) short (1-3 minutes) and record them in different files;
- minimize tilt, pan and zoom.

Audio conditions

- Film in a quiet environment, where you are not likely to be interrupted or disturbed by unwanted noises;
- attach external microphone to subject on the wire to the shirt so that it is not ruffling up against clothing and alter sound quality;
- if no external microphone is available position the camera within two to four feet of the subject. If you are farther away, the device's built-in microphone will pick up room sounds such as heating and air conditioning, and if the subject's voice is too soft, he/she will have to shout;
- be aware of the sounds around you when recording outdoors. Move away from them to avoid background noise from vehicles, pedestrians, and construction work.

Lighting

- In general, more light means better video:
- film in a bright room (turn on all the lights and open curtains and blinds, add additional lights if needed);
- for filming interviews, choose a location with bright, even lighting that does not cast shadows onto your subject, avoid lighting that comes only from directly above;
- avoid filming subjects directly in front of windows or other strong light sources; 3
- If you are shooting outdoors, position yourself with the sun high in the sky and behind the camera, or shoot in the shade;
- avoid bright sunlight as it creates harsh shadows.

Camera orientation

- Film with landscape orientation (horizontally): this will be most practical for viewing on all types of devices.

Composition

- Keep your subject's entire head and shoulders in the frame;
- leave enough space below the neck to place a name caption or text;
- place the subject (people speaking, object or action) preferably on a third of the frame so that there is room to add texts/graph in postproduction when needed.

Files production

- Name each file like this: "Name_Date_Number of poster" and follow these recommendations:
- try not to make file names too long, since long file names do not work well with all types of software;
- when using a sequential numbering system, using leading zeros for clarity and to make sure files sort in sequential order. For example, use "001, 002, ...010, 011 ... 100, 101, etc." instead of "1, 2, ...10, 11 ... 100, 101, etc.";
- a good format for date designations is YYYYMMDD. This format makes sure all of your files stay in chronological order, even over the span of many years;
- special characters such as ~ ! @ # \$ % ^ & * () ` ; < > ? , [] { } ' " | should be avoided. (even if your operating system allows you to use them);
- do not use spaces: some software will not recognize file names with spaces, you can use as an alternative:
 - *underscores*, e.g. file_name.xxx;
 - *dashes*, e.g. file-name.xxx;
 - *no separation*, e.g. filename.xxx;
 - *camel case*, where the first letter of each section of text is capitalized, e.g. FileName.xxx;
- if you want to rename all the files together try one of the following applications:
 - *Bulk Rename Utility* (Windows, free) http://www.bulkrenameutility.co.uk/Main_Intro.php;
 - *Renamer 4* (Mac) <http://renamer4mac.com>;
 - *PSRenamer* (Linux, Mac, or Windows, free) <http://www.powersurgepub.com/products/psrenamer.html>.

Files transfer

- Avoid sending files as email attachments as most mail services don't allow large file sharing (i.e. Gmail only allows you to attach files of up to 25MB in total);
- choose preferably online cloud services like:

- *WeTransfer* (Transfer up to 2GB on a free account); <https://wetransfer.com>
- *Send Anywhere* (Transfer files up to 10GB completely free); <https://send-anywhere.com>
- *Dropbox* (Free tier with 2GB of storage space); <https://www.dropbox.com>
- *OneDrive* (Free tier with 5GB of storage space). <https://www.microsoft.com/en-us/microsoft-365/onedrive/online-cloud-storage>