Video Production
Do’s and Don’ts

Prepared by:
Josephine Rodgers
Paul Van Mele
Why use video?

1. For documentation and as a future resource (time shifting)
2. To give particular messages
3. To target particular groups of people or allow all groups to watch
4. It has wide acceptance and is popular to watch
5. It has high credibility for the viewers and can build trust
6. It can easily be duplicated and spread to other areas
7. It is cost effective (a well-researched, well-written and well-made video will have a long lifetime)
8. It can be translated into other languages
9. It is not necessary to be able to read to learn from video
10. It can provide motivation and encouragement (farmers will pay most attention to what other farmers say):
    Use interviews
    – with innovators to inspire (farmer peer trainers)
    – with subject specialists for particular knowledge
11. It is easy to learn from – the viewer both sees and hears information. This can be enhanced by providing practical exercises to do after watching the video
12. It can stimulate new practices and demand for new support
13. It can be used to disseminate important information
14. The learning experience is the same every time
15. The same video can be used with many types of target audience, although you may change the style of language in the voice over
16. It can be used to remind people of good practices before certain times of the year e.g. dipping, harvest, sowing
17. It can help farmers understand the ‘why’ behind new practices
18. It has lasting impact – because people both see and hear information, it is easier to recall this later

BUT ALWAYS ASK YOURSELF . . .
Is the subject matter VISUAL?
The production process

Think how you will multiply and distribute the video

Pre-Filming
- Initial Research / Baseline Survey
- Script ideas
- Research
  - desk research
  - field research
- First draft of script
- Discuss with colleagues and end-users
- RECCE Visits:
  Where can you film? Which farmers?
  What new information can the farmers tell you?
- Redraft script (maybe many times!)
- Prepare for filming:
  - Write questions for interviews
  - Prepare shot list
  - Shooting schedule
  - Liaise with people you are filming with

Filming
- Input footage and logging
- Select and transcribe interviews
- Decide if you need other interviews or shots
- Redraft script
- Record voice over

Initial Edit
- First (rough) edit
- Assessment of video with a test audience
- Now make further changes to script, pictures and programme

Final Edit
- Add captions, music etc. (make sure audio levels are correct)
- Prepare any other material that you want to use with the video
  (e.g. leaflets, experiment or practical skill)

Multiply and distribute the video
Scriptwriting

1. First, always consider the target group
2. Explore all potential sources of information, including knowledge from farmers and field workers
3. Consider the final product and how the video will be watched
4. Each video module has to stand on its own, without explicit reference to other modules
5. Reflect and exchange on major content of script with staff of farmer field schools and the target group
6. Exchange the script with subject matter specialists and colleagues
7. Make sure there are no factual errors
8. Modify the script after having visited the field and conducted exploratory farmer interviews
9. Simplify and reduce the words and phrases
10. Practice, practice and practice, as you learn by doing

The three sections of a script

INTRODUCTION
tell the audience what you are going to tell them

THE MAIN BODY OF THE SCRIPT
tell them the information

CONCLUSION
tell them what you have told them

Keep it simple!
## Scriptwriting
**Do’s and Don’ts**

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>◗ Start by presenting the broader context</td>
<td>◗ Don’t use difficult words</td>
</tr>
<tr>
<td>◗ Avoid complicated words</td>
<td>◗ Don’t use acronyms</td>
</tr>
<tr>
<td>◗ Use short phrases</td>
<td>◗ Don’t write in the third person</td>
</tr>
<tr>
<td>◗ Write for the spoken word</td>
<td>◗ Don’t use names of organisations or projects</td>
</tr>
<tr>
<td>◗ Keep the subject interesting</td>
<td>◗ Don’t use long lists</td>
</tr>
<tr>
<td>◗ Follow a logic sequence</td>
<td>◗ Don’t introduce examples that are not feasible or do not inspire</td>
</tr>
<tr>
<td>◗ Invite the target group to test the ideas presented</td>
<td>◗ Don’t introduce a lot of numbers and calculations</td>
</tr>
<tr>
<td>◗ Finalise the Audio column before putting in pictures in the Video column</td>
<td>◗ Don’t put words between brackets</td>
</tr>
</tbody>
</table>

**READ the script to your colleagues, and to farmers**

Do the words ‘flow’ when they are spoken out loud?

In a video, the viewer cannot easily refer back to something they have heard, so the programme must make sense as you hear the words.
Interviews

1. Interviews normally explore the opinion and/or experience of the interviewee
2. Make sure that interviewees are relaxed
3. Choose a good background behind the interviewee (no major distractions; different colour from the colour of the interviewee’s clothes)
4. Try to keep the number of people standing around to a minimum and also keep any other distractions to a minimum
5. The questions are not used in the editing, they should be OPEN QUESTIONS: who, what, why, when, where and how
6. The answers should be complete sentences, this will make editing easier
7. It is important that the answers are listened to carefully as it is often necessary to ask for more explanation from the interviewee
8. It is the producer’s job to make sure that there are enough cut-away shots to illustrate what the interviewee is saying
9. It is very important that the name and official title/status of the interviewee is collected together with contact details. This is so that name captions can be prepared or that a ‘thank you’ caption at the end of the programme is correct

It is always better to have one person asking the questions and someone else operating the camera
## Interviews

### Do’s and Don’ts

<table>
<thead>
<tr>
<th><strong>Do</strong></th>
<th><strong>Don’t</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>◗ Plan your questions before the interview</td>
<td>◗ Record interviews in the middle of the day if it is sunny</td>
</tr>
<tr>
<td>◗ Ensure the microphone works BEFORE you go to film</td>
<td>◗ Don’t forget the microphone and extra batteries</td>
</tr>
<tr>
<td>◗ Use OPEN questions</td>
<td>◗ Use CLOSED questions</td>
</tr>
<tr>
<td>◗ Put the microphone recording to MANUAL and check your sound level</td>
<td>◗ Don’t record interviews without listening on headphones</td>
</tr>
<tr>
<td>◗ Ask the interviewee to talk and respond only to the interviewer</td>
<td>◗ Don’t let the sound level distort during the interview – it cannot be corrected later</td>
</tr>
<tr>
<td>◗ Frame the interviewee to allow for ‘breathing space’</td>
<td>◗ Don’t talk at the same time as the interviewee</td>
</tr>
<tr>
<td>◗ Position the camera on the same eye-line as the interviewee and interviewer</td>
<td>◗ Don’t let the interviewee ‘read’ answers</td>
</tr>
</tbody>
</table>

### How to cope with interviews that need translating during filming

- Where answers (and questions) have to be translated during the interviews, remember that this will take extra time.
- One option is to have a small audio recorder with the person translating, so that either just the translator or both interviewee and translator can be recorded.
- This audio recording can then be used for transcribing. Many mobile phones now have this recording facility.
Tips on using digital video equipment

Digital cameras, even if small, can give high quality results – but the quality of the images recorded rests in your hands.

Read the manual and get to know your camera!

A checklist is vital, the essential items are:

1 camera  
2 batteries  
3 video cards or tapes  
4 interview microphone (and batteries)  
5 tripod  
6 headphones  

If you want to do interviews you will need to use a clip microphone, try to hide the cable.

Remember to switch to MANUAL audio mode, if you can.

Don’t forget the headphones – to ensure you are recording sound.

Try to always keep batteries charged and everything together in the camera bag.

And now for action . . .

▶ Load the battery  
▶ Turn on the camera  
▶ Remember to allow some seconds recording before the action you want to film, and also some seconds at the end  
▶ Remember to save battery power by turning off the camera if you are not using the camera for a while and closing the LCD screen when possible  
▶ In the viewfinder you can see how many minutes of battery life is left  
▶ Make sure all batteries are charged!

Always use the tripod for best results

▶ Tripods give stability and an easy way to know that the picture is level by using the ‘bubble’ indicator (the spirit level)  
▶ There is a ‘plate’ which attaches to the camera and allows the camera to be quickly attached and detached from the tripod
The Grammar of Video

Names of shots

Big close-up
BCU

Mid-shot
MS

Close-up
CU

Medium long shot
MLS

Medium close-up
MCU

Long shot
LS

Very long shot
VLS
Or
General view
GV
Framing

A rule of thirds . . .

The rule of thirds is a guideline to help compose visual images.

The screen should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections.

Always leave a space in the direction in which the interviewee is looking.
Filming

1. The cameraman dictates when action starts and stops, to ensure the camera is recording before the action happens.

2. For activity shots, if there is the time you may need to ask the farmer or other person to do an action 2 or 3 times so that you can get different angles, but always be aware that people may have busy schedules.

3. The main rules for activity shots are to try and get a wide shot, close ups of action and a face shot.

4. Everyone must be checking for continuity and that things are said and done correctly.

5. DO NOT leave the camera on the tripod unattended, it can easily get knocked over.

6. Always wear headphones for good sound recording. Listen for sound in the background, stop people in the background talking or using mobile phones when filming – ask them politely to be quiet!

7. Be careful of light reflecting off very bright surfaces (e.g. white shirts, flipchart sheets or even tin roofs) into the camera, especially at midday.

8. What you see in the viewfinder is what you record! This also applies for audio.

9. Don’t go out filming without an advanced script - and prepare your shot list before filming to make sure you get all the shots you need.

10. Practice, practice, practice… you learn and become confident by using the equipment. The camera is your friend, do not be afraid of it!

Remember… If the sun is hot, the best time for filming is early morning and late afternoon.
### Filming
Do’s and Don’ts

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑ Check the equipment is working BEFORE you leave</td>
<td>☑ Don’t forget to take all the equipment … who is responsible?</td>
</tr>
<tr>
<td>☑ Check you have reformatted any memory cards, and have spare ones with you</td>
<td>☑ Don’t forget to charge the batteries</td>
</tr>
<tr>
<td>☑ Use a tripod!</td>
<td>☑ Do not wander aimlessly with the camera</td>
</tr>
<tr>
<td>☑ Film action from different positions with different shot sizes</td>
<td>☑ Don’t just take one shot of an action</td>
</tr>
<tr>
<td>☑ Explain beforehand why an action will need to be repeated</td>
<td>☑ Avoid filming in the middle of the day, the pictures are likely to appear ‘burnt out’</td>
</tr>
<tr>
<td>☑ Frame the pictures before pressing record, remember the rule of thirds</td>
<td>☑ Don’t forget to check the format you are recording</td>
</tr>
<tr>
<td>☑ Let the action happen in front of the camera</td>
<td>☑ Don’t start filming a sequence if the card or tape is nearly finished</td>
</tr>
<tr>
<td>☑ Transfer and backup footage regularly</td>
<td>☑ If you are using videotape, don’t forget to put the tape into ‘safe’ mode after recording</td>
</tr>
</tbody>
</table>
The Editing Process

Transfer footage into the computer
- Remove the SD card from the camera and insert into the card reader of the computer
- Create a folder in your PROJECT FOOTAGE folder for that day's filming, copy the files into that folder.
- It is good practice for files from each day (or half day) to be copied into a separate folders
- Ensure you make a copy of this folder on an external drive
- Open your editing project
- Import the footage

If you can, Log the clips
- Put descriptions for each shot – ensure you write in the description column and that you are not accidentally changing the filename
- Be critical of what has been filmed… how can you improve?
- Delete shots which are of no use at all, do not delete something that COULD be used
- If your software allows, create sub bins and put groups of relevant shots in these bins, this will make editing faster

Select Interview answers
- Create a sequence for each person interviewed
- Put on the sequence all the answers the person gave
- Export each interview sequence in a suitable format
- Transcribe each interview (word for word) – and translate if necessary
- Select the sections for interview for your video and put those words in your script

Voice Over
- Record and transfer the voice files, make sure you rename the files before importing them into your edit
- Create a sequence for your main edit
- Space the voice as necessary

Insert Interviews
- Place the sections of interview you want to use in position on your sequence

Now you can start editing!
- Place your cutaway pictures and sound
- Use another video track for captions
Editing
Do's and Don'ts

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create a folder for each camera card you are transferring</td>
<td>Don’t have a pan or zoom followed by another pan or zoom, it does not make a good programme</td>
</tr>
<tr>
<td>If your software allows, write a description for each shot that you can use</td>
<td>Don’t rush when you are deleting unusable clips from the bins, or you will make mistakes</td>
</tr>
<tr>
<td>Always backup your project</td>
<td></td>
</tr>
</tbody>
</table>

Practice, practice and practice, you only learn editing by doing it
This document has been made possible by collaboration between

AccessAgriculture
www.accessagriculture.org
natural resource management
food security
market development

AGROinsight
communicating agriculture

Countrywise
COMMUNICATION