



## Guide to making a LLOOF videoclip

These guidelines are designed to help in the production and uploading of your video and to give a common look to the series of LLOOF videoclips. Each videoclip will be different and unique, reflecting the diversity of the farm hosts and European regions.

- **As a WWOOF Host share your experience with other hosts and WWOOFer volunteers around the world.**
- **As a WWOOFer volunteer encourage your WWOOF Host to do this.**

### Why produce LLOOF videoclips?

- To demonstrate practical on-the-farm skills that WWOOFers might learn.
- To describe and illustrate short, practical hands on activities or investigations that WWOOFers might carry out.
- To explore particular contexts, approaches, principles or issues that WWOOFers might discuss with their host farmers or friends.
- To demonstrate the wide range of organic farming operations and techniques that vary across Europe.
- To enable the considerable experience and interests of WWOOF members to be more widely passed on to future producers and consumers.

### What is needed

- A WWOOF host who wants to share their experience on film and gives their formal permission for the videoclips to be freely available online.
- Someone to make the video – a WWOOFer or a WWOOF host themselves.
- A video-recording device that records with good clear sound e.g. a mobile phone, tablet, laptop or digital camera.
- A rest for the device (eg. A wooden pallet) or possibly a camera tripod.
- Free download of Audacity as an audio editor and recorder ([audacityteam.org](http://audacityteam.org))
- Free download of Microsoft Movie Maker or iMovie.

**Video:** It is recommended you capture video footage using a high definition camera in 1080p (although 720p is acceptable). Many modern digital cameras and even mobile phones include HD cameras. All video should be shot in landscape (horizontal) orientation.

**Audio:** The best audio quality will be captured using an external microphone (such as a lapel microphone for interviews and a shotgun microphone for natural sound). If an external microphone is not available, have the speaker stand close to the camera and try to limit background noise like wind, equipment and voices.

Note that English is not a requirement. Please record videoclips in a presenter's native language, as one of the objectives of the LLOOF project is to demonstrate the global nature of organic farming.

### Get inspired

- **Watch the examples on the LLOOF YouTube Channel – [www.lloof.eu](http://www.lloof.eu).**

## How to plan your LLOOF videoclip

Maximum Length: 3 minutes

Setting: Ideally the videoclips will be shot on or near a host farm.

Video Intro: The farm host or volunteer's name, location (region & country).

- **Topics** - Choose which of the LLOOF topics you want to talk about and demonstrate some top tips.
- **Images** - Decide if the video is based on moving images or still images (eg. Using Powerpoint) or a combination of moving and still images.
- **Presenter** - Decide who will talk, if the presenter will talk in front of the camera (as a presentation) or if they will record their talk after the video has been made (as a commentary) or if they will reply to a questioner (as an interview).
- **Characters** - Decide who will do things on the video - the WWOOFer volunteer, the Host farmer or neither?
- **Words** - Don't attempt to explain too much in one video. Think about what you want viewers to understand and be able to practice, and work backwards from there when planning your content. It's much better to have a few short videos (of 2-3 minutes) that clearly demonstrate a practical activity or related concept than long, meandering videos that may be long-winded and rambling.
- **Permission** - Check that whoever appears in the video has given permission for the video to be shown on the LLOOF YouTube Channel. When happy with the clip, please download the form from the link below and ensure that everyone involved in the film completes a copy:

### [Film permission form download](#)

- Keep the permission slips safe – in case it is needed in future

## How to begin videoing

- **Guidance** - Have a look at our short video about [How to make a LLOOF videoclip](#). This one is available in Spanish and English and we are planning to add sub-titles or dubbing in some other partner languages.
- **Script** - The presenter may like to write a script, and others prefer to just hit record and start rolling. Do whichever feels comfortable – but if you do script, your video will be much more engaging to viewers if you try to keep it as “human” as possible.
- **Noise** - Check that any background noise or wind is not too loud.
- **Sound** - However you create your video, it's important to make sure the sound is captured effectively. Record a short test video, and play it back to a colleague. Can they hear the words clearly? Keep audio in mind when scouting locations.
- **Position** - Check the location and positions so the sun is behind the recording device, and the background is not too distracting.
- **Practice** - Record 2 or 3 dummy runs using your recording device to check that the sound and picture quality are OK. You are aiming for a short, clear and natural-looking video clip lasting less than 2-3 minutes.

## How to record your videoclip

- **Comfort** - Make sure the person being filmed is comfortable.
- **Rehearse** - Run through their top tip with them, a couple of times if needs be.
- **Short shots** - Keep your average shot length between 5 and 10 seconds.
- **Steady shots** - Keep the shot steady (no zoom or pan) for at least 10 seconds, with still or smooth camera movement. So use a steadying device (eg. a wooden pallet) or camera

tripod.

- **Fun** - Humour and enjoyment are key elements of effective teaching, so don't be afraid to have a little fun when creating your videoclips!
- **Re-play** - Play it back together to make sure you and the person you recorded are OK with it.
- **Re-record** - Record it if you want/need to.
- **Series** - Repeat with another short 2-3 minute recordings if you want to create a series of videoclips.

## The Seven Deadly videoing Sins

- Headhunting - Placing every subject in the centre of your frame.
- Motor zooming - Over-use of zooms.
- Rooting - Staying in one spot instead of looking for interesting angles.
- Fire hosing - Panning all over the scene.
- Upstanding - Shooting everything from standing eye-level.
- Snap shooting - Taping only two or three seconds per shot.
- Backlighting - Too much light falling on the background instead of on the subject.

## Restrictions

- Do not use music without the musician's permission, and acknowledge them in the credits.
- Check out this page for free music to use with your film [www.theverge.com](http://www.theverge.com)
- Do not advertise your organisation.
- No calls to action, phone numbers or contact information.
- No selling of products or services.

## Collaboration with translation

We would like to offer the videos in as many languages as possible. If you are able to help with translation we would love to hear from you.

## How to send your video to the LLOOF Project

Please contact your national WWOOF organisation for information about the next steps:

CZ	AREA Viva	Vojtech Vesely	<a href="mailto:vojtech@areaviva.cz">vojtech@areaviva.cz</a>
DE	WWOOF Germany	Jan-Philipp Gutt	<a href="mailto:jan@woof.de">jan@woof.de</a>
ES	WWOOF Espana	Chemi Pena	<a href="mailto:info@woof.es">info@woof.es</a>
HU	WWOOF Magyarország	Tamas Varga	<a href="mailto:tamas@woof.hu">tamas@woof.hu</a>
IE	WWOOF Ireland	Catherine Weld	<a href="mailto:catherine@woof.ie">catherine@woof.ie</a>
IT	WWOOF Italia	Basil Black	<a href="mailto:basilblack1@gmail.com">basilblack1@gmail.com</a>
RI	Amma	Katarina Milenković	<a href="mailto:katarina@woofserbia.org">katarina@woofserbia.org</a>
SE	WWOOF Norway	Jandi Hallin	<a href="mailto:jandi@woof.se">jandi@woof.se</a>
TU	Bugday Association	Ahmet Berkay Atik	<a href="mailto:info@tatuta.org">info@tatuta.org</a>
UK	WWOOF UK	Adam Cade	<a href="mailto:adam@woof.org.uk">adam@woof.org.uk</a>

## Useful Links

[How to make educational videos](#)

[What are the top tips for making videos](#)

### How to edit your videoclip

[Getting started with Windows Movie Maker](#)

[Downloadable Guide - Using Windows Movie Maker](#)

### How to edit sound on a videoclip

[Audacity Manual](#)

## [Downloadable Guide – Using Audacity](#)

### **How to find music for a videoclip**

*Project "Educating adults about volunteering and organic food production on farm enterprises – EDVORG"*

This project has been funded with support from the European Commission. This publication/communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.