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| Ag Excellence CMYK.pdfhttp://www.nrm.gov.au/resources/publications/style-guide/images/c4oc-pos.gif | **Social Media CMYK wide.pdf***Achieving sustainable agriculture through social media* **How to complete the Video Production Application and Story Board template** |

***How to complete the template (please use Video Production Application and Story Board template)***

* Complete ALL the details in the first page of the template
* Videoing date will be negotiated with you based on your preferences. Movie files (such as Quicktime) can be copied to a DVD but avoid sending a playable DVD movie (as played in a DVD player).
* If you have video footage and/or photos you want to use in the video please supply on a USB stick or DVD (prior to or at the time of videoing
* Provide electronic versions of any logos you want to appear in the credits for the video on a USB stick or DVD prior to or at the time of videoing
* Provide details of credits you want (names of producers, interviewers, interviewees, funders, etc) in this template where indicated.
* See tips provided on the last page on creating a story board.
* Please return this completed template to Mark Stanley at mark@regionalconnections.com.au well in advance of preferred videoing dates

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| **Title of video**(no more than 12 words) | *Example* |
| **Grower Group Name** |  |
| **Contact details** | **Name:** *Example* |
| **E-mail:** *Example* |
| **Phone:**  |
| **Where will the videoing occur?**  | **Example** |
| **Preferred date to do videoing?**  | First preference | Second preference | Third preference |

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| **Logos to be provided (list)**(Provide high resolution jpeg or png. If possible provide logos with transparent backgrounds or “alpha channel” as these are preferred for superimposing on video) | *Example* |
| **Credits to be included in video** | *Example* |
| **Additional video footage to be provided** **(**16:9 aspect ratio is the standard now. AVOID the old square 4:3. Audiences expect wide screen.AVOID tape, it is time consuming to digitise for editing.AVOID DVD movies, they need conversion for editing, again time consuming.Quicktime H.264 files are best but many camcorders only capture AVCHD. This format is ok.Try to capture HD at 720p. 1080p (full HD) is not necessary, it results in large files and is barely discernible from 720p on a mobile device. If some amazing footage is only available in an undesirable format then we’ll find a way to convert it) | *Example* |
| **Photos to be provide (**High resolution jpeg**)** | *Example* |
| **Other comments** | *Example* |

**Story Board example**

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| 1. Opening titles.  *The Social Media Revolution* Text on black b/g (no voice). Theme instrumental music 100%  (music bed under entire video) | 2. Fade music under voice. Wide shot Bill Long holding mobile devices with farmscape in b/g. Introduces purpose of this video.   | 3. Overlay continuation of purpose with footage of mobile devices in use. At end of paragraph pause script, fade music up 100% for several seconds. Continue with montage of mobile use. |
| 4. Fade music under voice. Wide shot B.L. with farmscape b/g. Intros self.  | 5. B.L expands on value of social  media. Overlay voice with screen shots of Mobile device use / internet /  facebook etc. Then overlay with farm demonstration. | 6. Pause script. Fade up several seconds of farm demo.   |
| 7. Medium shot B.L. Superimpose *Caring for Country* logo. B.L. intros the *Social Media Project* | 8. B.L. describes use of video clips in the project. Overlay with screen shots of video editing and a video clip on a mobile device.  | 9. Pause script Fade up music 100% several seconds. Continue previous overlay seqeuence. |
| 10. Fade music under 2 shot of B.L and Mark Stanley in machinery shed. B.L. intros M.S and asks him about project’s audience. M.S. responds. Superimpose text on screen: M.S.  name and title. | 11. Close up B.L. asking M.S about objectives other than video clips. | 12. Close up M.S. response. |
| 13. Wide shot B.L. different farmscape  b/g to previous. Closing invitation to follow the *Social* *Media Project.* Holds up smartphone to head at end Shot. | 14. Close up B.L lowering smartphone from head and concluding invitation. | 15. B.L. voice referring audience to M.S. Overlay with white text on black b/g *M.S. phone number* Music ends. Fade to black. |
| 16. | 17. | 18. |
| 19. | 20. | **NOTE:** **To see how this storyboard came together please view the finished video at:**[**http://youtu.be/KrPmwJLvpAM**](http://youtu.be/KrPmwJLvpAM) |

**Using the Story Board Template**

* Use one box to describe each scene
* Describe what / who will be seen in the scene
* Write what will be said (include questions to be asked) in the scene
* You can use simple pictures / diagrams to describe the scene
* PowerPoint can be used to developed the story board.

**Tips to creating an effective story:**

* What is the idea?
* What are the issues?
* Why does it work?
* Drawbacks, potential problems
* Video clips needs to be engaging. Avoid a video of a talking head. Use video, photos that depict action and relate strongly to the points wanting to be communicated. Photos can be effective if video footage is not available. Photos can be zoomed in and out of to create impact.
* Keep questions and responses simple whilst ensuring the key message is not lost or misunderstood.
* Have a list of questions and give context to the answers so that answers can be self-contained (ie the question then doesn’t need to appear in the video clip)
* Video clips should run a maximum of 3 minutes to ensure the user id fully engaged listening to the messages.
* Involve an authority and /or a demonstration
* Think about the language you use – keep it simple
* Select a title that is attention grabbing, restrict to 12 words

**The following provide guidelines to structuring a 3 minute story (approximately 350 words)**

1. Introduction *twenty words*

2. What is the key message or point of the story *twelve words*

3. Extent of the issue / problem / opportunity *fifteen words*

4. Benefit from addressing the issue / problem / opportunity *fifteen words*

4. Why is the issue / problem / opportunity important to land holders and the industry. Impact on production, the environment *twenty five words*

5. How to manage the issue / problem, implement the opportunity, changes made, farmer experiences, barriers to adoption *two hundred & thirty five words*

6. Summary of benefits, challenges & rewards. Relate to listener’s experiences & observations. Cover how many farmers or percentage of farmers using the technique. *Thirty words*