

Toolbox – How to create a video

Dear future filmmaker,

Thank you for attending our webinar yesterday. We hope you enjoyed our webinar and learned about the first steps to start with creating videos!

In this toolbox you will find:

1. Script template, including a completed example
2. Video editing tutorial
3. Camera settings appropriate for different social media platforms
4. Webinar recording and handout

Good luck for now! We hope to see you on our follow-up events. In the evaluation many attendees said they wanted to learn more about editing. So this will be taken into account when we will organize our follow-ups!

Don't forget to use #G4AE to show us your videos!

1. Script template

Video title:

Content (100 words = 1 minute)	Picture Level/Footage
Intro	
Estimated Time	
Main Part	
Estimated Time	
Outro	
Estimated Time (20s)	

Video title: Siesta grazing as a strategy in robot milking

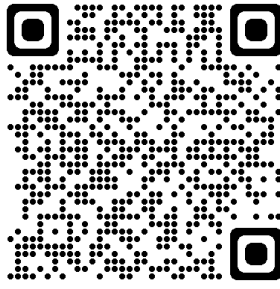
Content (100 words = 1 minute)	Picture Level/Footage
Intro Christian introducing himself and his farm. The challenge of making sure that the cows graze enough and are also indoors enough to be milked.	Drone image panning over Christian and his cows and his farm. Christian in front of the billboard that says: Eggs for sale
Estimated Time: 20 sec.	
Main Part Informing about siesta grazing: how it's done.	Christian in front of the cows, in the pasture. Drone image of the grazed part and the un-grazed part of the pasture.
Estimate Time 1:10 min.	
Outro Call to action: think carefully about the grazing system that suits your milking strategy.	Christian in front of the cows, next to the pasture.
Estimated Time (20s)	

2. Video editing tutorial (InShot)

You can download the InShot app here:



For Android



For iPhone

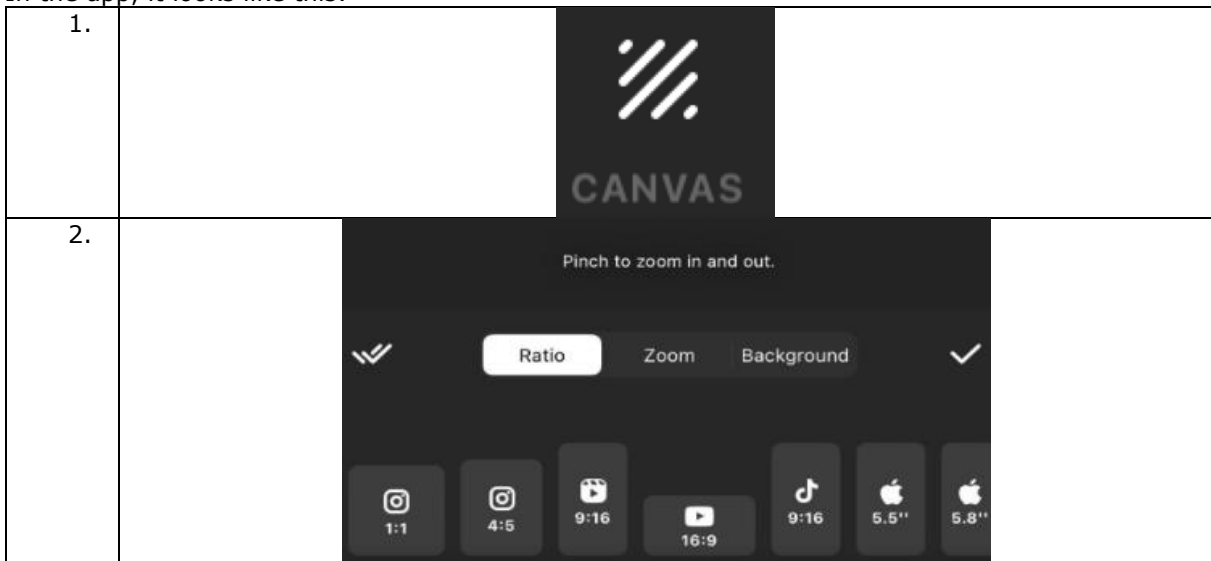
Click here to watch the tutorial about how to edit your video shots into an appealing short video:
[G4AE | How to edit your video using the InShot app? - YouTube](#)

3. Camera setting appropriate for different social media platforms

Before you start filming, it is recommended to decide which social media platform you will use to share your video. This decides if landscape or portrait filming suits better.

Every platform has a preferred ratio. You can select a ratio when you are going to edit your clip in InShot. When using InShot, select 'Canvas' and select the ratio that suits the platform of your choice.

In the app, it looks like this:



Portrait:



Landscape:

Ratio	Platform	Filming perspective
1:1 1080x1080 pixels	LinkedIn Instagram and Facebook feed	Square, so portrait and landscape are both suitable
4:5 1080x1350 pixels	LinkedIn	Portrait
16:9 1920x1080 pixels	Youtube	Landscape
9:16 1080x1920 pixels	Instagram and Facebook stories, TikTok	Landscape

4. Webinar recording & handout

To watch the webinar again, [click here!](#) *Please note, the webinar starts after 13 minutes.*

To download the presentation, [click here!](#) *Please note, the download will start immediately, so look at your downloads.*