

Video clips

We would like to work with you to make videos about your work and to build a video clip library, so that we can take advantage of future multimedia opportunities to promote your work.

What we need from you:

- 1. Shoot B-Roll clips:** Shots of your team, your partners, and (when/if possible) you working together.
 - Show us where you are – the city/town/village, the farmer’s field, etc.
 - Show us what people are doing – including shots of YOU working with your colleagues/partners too, if possible.
 - Show us details of plants, vegetables, insects, tools, food, hands, etc. Get up close!

Shoot as much as you can! But keep clips to about 1-2 minutes max (please no 30-minute clips!). Decide what you want to show us, show it to us from several angles, holding the camera still for at least 5-10 seconds at each angle before moving the camera to re-frame your shot, hold again for 5-10 seconds, etc., and then end the clip.

- 2. Shoot yourself talking:** You talking, selfie-style. Aim for 30-60 seconds of a video diary, basically. Tell us some stories about how your work is going. Here are some questions to think about:

- Tell us your name, discipline, where you are, and about the project you’re working on
- Tell us a story from today. What happened? What surprised you? What did you learn?
- What made you decide to do this type of work? What is your motivation?
- Tell us about the progress you’ve made so far.
- Tell us about some of the challenges you’ve come across.
- How has doing this work changed you, personally?

If possible, shoot this while you are in-country so that you are on-scene and your thoughts are fresh and in the moment. Imagine you are explaining the story to a teenager or a grandparent. You want to keep it short and avoid using technical jargon or acronyms. Try to explain not just the solution, but also the problem. Why does this matter?

- 3. Send these clips to us:** Using Box or some other way. Questions to bldawson@ucdavis.edu.

Movies (a.k.a. Editing your videos)

You are welcome to edit together your own videos, though we are also happy to help. We would appreciate if you would contact us about your plans, in case we can help or plan accordingly.

Please remember that you do have some **branding requirements** to take into consideration:

- You will need to include the Horticulture Innovation Lab logo block and USAID disclaimer
- If you are talking about your project and how it is funded, here is the required phrase:
“... supported by the **Horticulture Innovation Lab** with funding from the **U.S. Agency for International Development**, as part of the U.S. government’s global hunger and food security initiative called **Feed the Future**.”



USAID
FROM THE AMERICAN PEOPLE

HORTICULTURE
INNOVATION LAB

UC DAVIS
UNIVERSITY OF CALIFORNIA

Developed for the Horticulture Innovation Lab, with input from Hallie Casey, Brenda Dawson and John Mounier of UC Davis. *This sheet is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of the Horticulture Innovation Lab and do not necessarily reflect the views of USAID or the United States Government.*