



Video guide for user generated content

Thank you for agreeing to film your garden or yourself at work in the garden.

This document is designed to help you get the footage the National Garden Scheme needs to edit together a 2-3 minute video. These videos are an opportunity for you to share your garden using the 'walkthrough' method or to record the jobs you're doing in your garden right now. The walkthrough is hugely popular and creates a wonderful virtual visit.

Key points

- **Landscape camera** – Whether you are filming a garden walkthrough or an 'at work' sequence we need the videos to be to be landscape (not portrait). Please make sure your phone is on its side.
- **Film 'Full High Definition'** - No matter what camera you're using, you need to set the recording quality to Full High Definition. The settings will be different on every phone and camera but the thing to look out for is an option labelled FHD or 1080p
- **Camera operator** – To get the best footage, it is always worth having someone filming you while you work, rather than filming yourself this will produce the best shots. If you don't have anybody with you, take your time to check your shot before you start filming.
- **Stable shot** – Take time to get the camera level and steady. If you have a tripod, great! If not, you can use crates, step-ladders or any other stable surface to get a steady shot.
- **Scripting** – We advise writing a rough script of what you want to say, reading it a few times and then putting it aside for filming. Don't try to write and recite word for word, just allow yourself to plan out what you want to do and then do it.
- **Audio** – To get the best sound, speak slower and clearer than you would normally and avoid really windy days if possible. Also, if there are any unexpected noises, start again. NOTE: If there is excessive wind or background noise you can record a separate audio file on your phone – either using the video or voice memo option – and send this separately. It is best to do this voiceover while watching what you have filmed. We can edit the voiceover to fit the film – please leave pauses in the voice over to allow for editing.
- **Be yourself** – Most importantly your personality is the key part of your video!
- **Number of clips** – please keep these to a maximum of ten, clearly labelled clips. This will help enormously with the editing process.
- **Submitting your video** – please see the section at the end of this document.





THE VIRTUAL GARDEN VISIT OR WALKTHROUGH

These short visits to gardens formed the backbone of our Virtual Garden Visits Campaign in 2020 – you can see over 180 examples on our website at: <https://ngs.org.uk/virtual-garden-visits/>

It's wonderful if you can film this as if you are showing a visitor around your garden – if you can do it in no more than ten clips that would be perfect! Remember to include in your commentary:

- Who you are
- Where your garden is and how long you have been there / how long you've opened for the National Garden Scheme
- The challenges of the site
- What you have done to overcome those challenges
- Focus on a particular area or plant, telling its story
- Your plans for the future
- What your garden means to you

If you are not comfortable talking about yourself or your garden just a brief introduction of who you are and where your garden is followed by clips from around your garden are fine. We can add music.

Remember to keep the camera steady when you are walking and to pan very slowly across the view

If you plan to film a 'what I'm doing in the garden film' here are some tips and hints:

Introduction

This is the first introduction to you and your garden. We recommend filming this in a spot where you can sit or stand comfortably and we can see some of your garden behind you. You can film this in a wide shot or in a medium shot.

The key points we want to know are

- Who are you? And where are you?
- How long have you been gardening?





- What's your garden like and do you have a particular focus?
- What are you going to show us today?

Action scene

This is where you get to show us what you're doing in the garden at the moment. Set up the camera somewhere different from the Intro. Find a Medium or Wide shot which includes your face and whatever it is you're doing. Get the tools you'll need in shot ready to go.

Grab one or two key tools (pots if you're planting, secateurs if you're pruning etc.) and walk out of shot. Start the camera rolling, walk back in and begin talking us through the process as you do it:

- What are you doing? Mention each step in the process, no matter how small.
- What tips and tricks do you have for this job?
- Why are you doing it now?
- What will happen next? Look ahead to what this will provide later in the year
- What do you enjoy about this process?
- This is also a chance to speak more broadly about gardening
- Why is gardening important to you?



Conclusion

Here is your chance to show us the final steps of your job today (put the pots out where they're going to go, step back and admire your pruning etc.) and tell us how you feel about what you've done.

Set the camera up in a wide shot so we can see you and the finished job.

Key points:

- What will happen in the coming months?
- What do we need to do next and when?
- Another chance to say what gardening means to you at this strange time
- A quick sign off and goodbye.





Cut-aways - nice to have but not vital!

These can add a bit of interest to the films we produce but are not vital to success and should make up part of the maximum ten clips you send. Ideally, shots need to be at least 20 seconds long. A quick list of what is useful:

- Close ups of anything you do with your hands
- Wide shots and Medium shots of your garden from different angles
- Close Up shots of plants and interesting details, especially if you talk about them
- Wide shots of you working in your garden but not talking to camera.

SUBMITTING YOUR VIDEO FILES

File type: Most phones and cameras will produce an .mp4 file – this is perfect for our use. But don't worry, we can convert most file types.

Sending them to us: This can often be the most frustrating part of the process especially if you have slow or limited broadband. There are a couple of options that seem to work well:

1. Add them to your National Garden Scheme OneDrive account and share the file with us.
2. Add them to a DropBox and share the folder with us.
3. Upload them and send them via WeTransfer.com – you can send up to 2GB for free.
4. If you have Vimeo, upload them and share the link with us.
5. As a last resort and if all else fails you can send them on a memory stick to us which we will return after use.

(We can use video that has already been published to YouTube – in this instance simply send us the link to the film on YouTube)

It is really helpful if you can name your files so that they are easily identifiable and, if you have shot them in a sequence, please number them accordingly. For example:

HollyLodge_1
HollyLodge_2

Fully edited films

Of course we're more than delighted to accept your fully edited films. Please ensure that these have no titles, captioning or credits (if you want those included please let us know



and we will add them in the National Garden Scheme font) and that **any music is royalty/copyright free**. If you're not sure submit your fully edited film without music and we will add some.

Accompanying still photography and information:

To make the web page as visually appealing as possible it's great if you can send us a couple of paragraphs about your garden and some seasonal / latest images of your garden that link to the video content.

Thanks again for all your help. Please send your clips, films or queries to:

Vicky Flynn Vicky@ngs.org.uk

Elena Pearce Elena@ngs.org.uk

Don't forget, these don't have to be perfect; they just have to feel genuine.