

**TERRA
MADRE**
SALONE DEL GUSTO

VIDEO GUIDELINES

HOW IT'S MADE

HOW IT'S MADE

LENGTH:

10 minutes (maximum length, we do accept shorter video of course).

LANGUAGE:

You can choose between English, Spanish, Portuguese, French, German or Italian.

SETUP:

Maximum two persons at a time on screen.

BRIEF:

What knowledge are you willing to share with the rest of world? Whether it's a technique/skill you've developed in the kitchen, an old community tradition or something you'd like to teach us about seeds or how to grow your own fruits and vegetables. We look forward to hearing from you! Please get in touch with your local coordinator in order to avoid themes/techniques already shown in other videos.

ADVICE:

1. Take a deep breath before you start speaking
2. Be **natural** and avoid reading from paper
3. Choose local and native varieties
(Slow Food Presidia and Ark of Taste products are best of all)
4. Share your **passion** and don't be scared to go into **detail!**
5. The most important thing of all: **have fun!**
6. Once you finish please also record the additional material speech which is described in the video guidelines. Thank you!

HOW IT'S MADE

NOTE:

We do not accept videos:

- Showing violence (verbal or physical) and not in line with the values promoted by Slow Food.
- Made of still photographs/PowerPoint.
- With subtitles printed on the video.
- With graphics and/or logos (unless they are just at the beginning or the end of the video).
- Including music.
- With explicit references to commercial products.
- To avoid potentially repeating the same themes, the selection of the videos to be uploaded to the platform remains at the discretion of the organization.

ADDITIONAL MATERIAL:

After filming the HOW IT'S MADE would you be willing to record some extra material that we can use for short video clips?

We would need you to look straight into camera, stay silent for 4 seconds and then say:

"Hi, I'm [Your name and surname], [what you do and where] and I'm happy to be part of Terra Madre 2020! OUR FOOD, OUR PLANET, OUR FUTURE!"

You can say this in your own language but if it's not English, Spanish or Italian please let us know the exact words you said so that we can put subtitles.

If you are recording a video recipe, please remember to send us a Word document with a brief description of the procedure and the list of ingredients needed.

If you want the logo of your project or organization to be shown, please send it to us as a separate file (jpg/png).

Please send us two or three photos, in horizontal format, that we can use to promote your video.

Thank you!

HOW IT'S MADE | VIDEO GUIDELINES (TECHNICAL)

> Choose your device

1. Recording using a smartphone: **please avoid selfie mode** - ask a colleague or a friend to help you. Make sure the videos are not blurry or pixelated. Check the sound and clean the lens :)
2. Recording using your laptop/computer.
If you use PC please check: <https://www.wikihow.com/Record-a-Video-on-PC>
For Mac users (we prefer PhotoBooth): <https://www.wikihow.com/Make-a-Movie-of-Yourself-on-a-Mac>
If you can, always choose the highest quality settings: 1080p = 1920x1080 pixels (or higher).
3. Recording using **GoPro**/Action camera. Set the field of view to Medium or Narrow/Linear. Avoid wide shots, Superview or fisheye lens as the image is too distorted. Settings should be: 1080p 25fps (PAL).
4. Recording using a consumer/professional camera. That's great if you have access to such equipment. Ideally you should place the camera on a tripod otherwise ask somebody to help. Choose the highest quality settings: 1080p = 1920x1080 pixels (or higher) with a file extension of **.mov, .mpeg, .mp4, .avi, .wmv**.
5. Do you need help? We can organize a call with our office and assist you step by step through the recording process.

HOW IT'S MADE | VIDEO GUIDELINES (TECHNICAL)

HOW TO DO THE FILMING

> Background

Find an interesting background that tells us a bit about the speaker and where you are.
Please avoid white walls or plain/bright background!

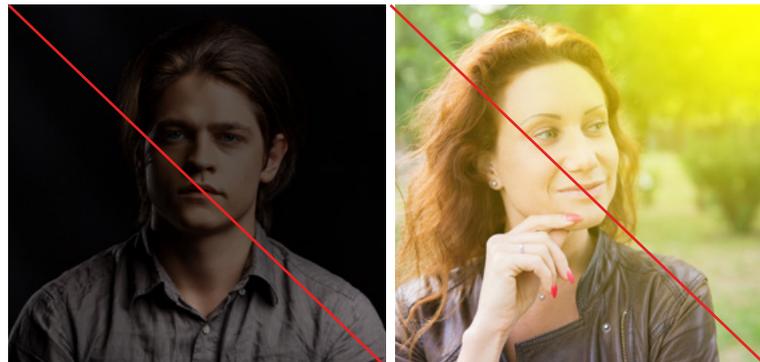


HOW IT'S MADE | VIDEO GUIDELINES (TECHNICAL)

> Lighting

When you choose the location consider the lighting. Avoid filming directly into light (like towards the sun or towards a window) or in complete darkness. The speaker and the background should be well lit.

If you film outdoors try to avoid direct sunlight and avoid big shadows on faces. The best setup would have light coming from the side, either left or right, with no strong light from below or above.



HOW IT'S MADE | VIDEO GUIDELINES (TECHNICAL)

> Framing (Close-up)

Keep the camera/phone horizontal (landscape mode) in front of the speaker. Keep the person in the center of the shot and keep a little bit of space on top of his/her head. The recording can be done with the speaker standing or sitting on a chair. Avoid profile shots and don't hold the camera too close to the speaker's face. The speaker should look straight into the camera.



> Sound

Always do a test recording to check if the volume is ok. If you are using a smartphone please remember not to cover the microphone with your fingers.

> Keep it still!

If you don't have access to a camera with a tripod. Hold the camera with two hands and keep it very steady and still during the recording. If you make a mistake don't worry... take a silence gap and do it again (otherwise stop and start a new recording until you are happy).

HOW IT'S MADE | VIDEO GUIDELINES (TECHNICAL)

> Different shots – optional (Medium Long Shot)

Once you have a good recording, if you have time, you can also make a second one with a different framing. In this case just ask the speaker to stand or sit still and look straight into camera.



> Delivery & Release Form

Please visit the link below to submit your video file:

<https://upload.terramadresalonedelgusto.com/>

You need to complete the form and upload the video.

Once your file is uploaded you will receive an email with a release form to be signed.

We are not allowed to publicly use your material if you don't sign this document. You can do it digitally and it just takes a few seconds!

Should you have any question you can contact our team at video@slowfood.it

Thank you for being part of Terra Madre 2020!

Slow Food Video Team