



# RHS Community Gardening Awards 2021

## Filming Notes

### **Do I need to submit a video?**

No, not at all. Creating a video to support your entry is entirely optional and you will not be at a disadvantage if you chose not to. However, if you do decide to make a video, it can be an interesting way to help your group to tell its story.

### **What is the purpose of my video?**

The panel want to hear your stories about the work you have been doing in your local community, for your chosen category. Your video provides you with a chance to highlight the key projects you have been working on and include some of people who have been involved.

Your video will be considered alongside any text and photos submitted. The panel will consider your entry against a set of six key questions – please see the Category Overview Document for details. The panel that will review your submission includes Bloom UK Finals Judges, RHS Staff and subject experts.

### **How do I make/edit my video?**

We recommend using a smart phone, camera or video camera to record your film. Simple editing software such as Windows Movie Maker or iMovie (on iPhone) should be sufficient to help you turn your footage into short film.

### **What should I cover in my video?**

- Think about what you are trying to achieve with your video. What are you trying to show the panel?
- Aim for a clear message throughout your film.
- You could discuss your project, or talk through the decision-making process that made you decide to focus on this project, etc.
- Perhaps talk about how has this project will benefit the community or environment, etc.
- Think about how the content in your film fits alongside the written or photographic information you are providing.

### **Hints & tips for recording a successful video**

- Practice is key! We would advise you to do a few trial shots to test your set up, including your audio and lighting, and to get used to talking on camera because it can feel very strange to start with.



## RHS Community Gardening Awards 2021

### Filming Notes

- If you are talking to camera, the best thing would be to set up your shot, put your camera / phone on a tripod and film yourself doing it. If that's not possible then someone else can film you, providing they comply with social distancing rules.
- The person holding the camera will sound much louder than the person being filmed so they should try not to shout or speak too loudly.
- Audio is more important than the video. Speak clearly, make sure the microphone is not covered, and try to shelter yourself from the wind. Speak directly at the camera at all times.
- Try to avoid filming outdoors on windy days, as this can affect the sound quality. You may choose to use a microphone to improve the sound or add a voiceover recorded afterwards indoors.
- Ensure the people talking in your film are clear, articulate, and happy in front of the camera.
- If filming yourself, consider the background, don't make it too distracting.
- Listen back to your takes and see if there are any points where the audio is less than perfect. If there are, redo the take. It might take a couple of 'takes' when filming to film content you are happy with.
- It might sound counter intuitive, but try to film yourself in the shade wherever possible. Harsh sunlight creates unattractive shadows – an overcast day or filming yourself in shade provides nice, flat lighting. If it is sunny, please do not have the sun directly behind you.
- Frame interviewees to one side of the shot if possible, rather than the centre of the camera.
- If you are filming on your phone, please only zoom optically. That means on an iPhone only using the 1x or 2x zoom options if you have them, or not zooming at all if you only have one lens on your phone.
- Plan, or script what you are going to say, rehearse it and then practice it until you feel you have got it right.
- Show rather than tell your story – let the images/scenes speak for themselves and limit your narrative/text where you can.
- Be creative!

#### How long should it be?

- You can submit one video for each of the categories you are entering.
- Each film should be no longer than **5 minutes**.

#### How do I submit our video(s)?

Please ensure you upload your video with each of your awards submissions via AwardForce: <https://britaininbloom.awardsplatform.com/>

You can choose to upload the video file or you can add a link to the video on YouTube or Vimeo. If you would like more information on how to upload a video to You Tube or Vimeo, please ask the RHS Communities Team.



# RHS Community Gardening Awards 2021

## Filming Notes

### Permissions

Please be aware that you must have secured permission from the videographer and those pictured in the video (or parents where the subject is under 18) to share this with the RHS, for the purposes stated below, before sending it in.

Your video may be used by the RHS in a variety of ways to promote the Britain in Bloom campaign:

- On the RHS website and social media channels.
- In RHS publications - such as The Garden, the Annual Review, RHS presentations and publicity materials.
- In the media - images of participating Britain in Bloom communities are often requested to illustrate the campaign overall or for individual case studies.

### What if I have any questions?

If you have any queries about your film, please email [communities@rhs.org.uk](mailto:communities@rhs.org.uk) and our friendly team will be able to give you some more advice.