



## Ideas for creating a garden story on video

### My garden story

My garden story is about creating a country style garden with borders, pond, trees and lots of scent in a small, urban space in London. The video is aimed at experienced plant and garden lovers visiting my garden website, so it uses Latin names and is quite detailed about the planting. It is 9 minutes long. You can see it if you click on [this link here](#). Hit enter. (Otherwise visit [www.rosiesbackgarden.co.uk](http://www.rosiesbackgarden.co.uk) and play the welcome video). It's worth watching because it might give you some ideas.

To create the finished product we used lots of old photographs I've taken over the nine years as well as video filming with a variety of cameras, my voice over and music.

### Your garden story

You could tell your garden story in the same way or lots of different ways. So here are some things to think about.

1. What is the story you want to tell – or are there two or more separate stories?
2. Who is it for – who do you want to watch it?
3. Who will tell the story? It could be you in front of the camera showing us around, it could be the designer, a gardener, a plant specialist or some of these or a voice-over.
4. Is there one special time of year when your garden is at its best or do you want to show it through the seasons?
5. Do you have good quality photographs of it through the years and seasons or could you take some this year?
6. Do you have any existing video footage?
7. How long do you think the finished video(s) should be?
8. How do you want to watch the video and show it to other people? On your TV, on a computer, on a website etc..





## Budget and production planning

### Costs for creating a Quality Garden Video are driven by:

- **Time:** This is the largest part of the cost. You will be paying expert people for project management and story creation and script, and for days filming and editing. We may also need to scan or otherwise capture your existing photos/videos if you aren't able to give them to us in a digital format. This can be time-consuming and we recommend you get this done in advance of the project if possible.
- **Music:** This is recommended in the background to hold the whole thing together. Rights-free music still costs a little if you plan to put the video on the internet. £100- £200 per piece is a good guide.
- **Graphics:** Basic graphics (such as names of people) will be included in the editing cost but if you want complex maps or plans created then these would be charged extra.
- **Deliverables:** Once you have approved the finished video we shall encode it for whatever formats you need to show it on. For example we might create DVDs, put it on USB fobs which you can plug into your computer or TV, and encode it for your website, YouTube and QualityGardenVideos.com, depending on your brief.
- **Expenses:** We are London based. Depending on where your garden is we shall need to travel to you and possibly stay somewhere locally while we do the filming. Crew also need feeding. If we can stay with family or friends we will. If you can feed us on location, all the better. Otherwise it will be a local B&B or Inn and sandwiches for lunch – so these costs are unlikely to be pricey. There may also be some final delivery costs to send you DVDs and USBs if you can't receive things via the internet.





## Creating a Quality Garden Video involves the following:

- An initial discussion with me. We will cover the size and extent of your garden and discuss the Garden Story points above, what resources such as photos you already have (in what form), and how much live filming on site needs to be done ie we will create a brief for the project. This will be put in writing with an estimate of cost and a summary of the story for your comments and approval.
- We then need to create a more detailed storyboard ie imagine what the finished video will look like and present this to you for comments and approval. It will help us work out what can be done in photos and how much live video needs to be filmed. Again this would be presented to you with an updated quote for your comments and final approval before we commit to any filming days.
- It is likely we shall then spend at least one day filming on site with you or others as our presenters or voice-over artists! Alternatively you may want us to film at least four days in the year to capture the seasons. If you want us to capture wildlife on site it could be many days! (For my video I spent two weeks capturing birds washing and feeding in my garden and doing time-lapse of the Convolvulus opening). Alternately we may have archive footage we could use to help you for this sort of footage.
- Once we have captured all the video on site and still photography images, we would edit the film for your comments and approval. This is likely to take a minimum of two days – and there is no maximum until we know the brief. Ideally we would send the first edit to you for your comments on the internet ie on your computer. If we have to come to show it to you physically this will obviously involve greater cost.





- We would discuss and make any changes and then, once you are happy and have signed it off as finished, we would then turn it into all the things you need for showing it – DVDs, USB fobs, encodes for YouTube or your website etc. and deliver them to you.

## Rates

Every garden story is different so it is impossible to tell you now what your Quality Garden Video will cost.

However, as a guide, the minimum price for all of this work, assuming handling existing digital photos and one day filming on location, plus five days for project management, creating the storyboard, editing and creating the final product without extra graphics would be £3,500.00.

I know I have spent much more than that on my garden already so I hope that you will think this a very reasonable figure to capture what you have contributed to yours.

I look forward to hearing from you so that together we can tell your garden's story in a way that truly does it justice and will last forever.

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