

**A TEACHERS', CARERS' & PARENTS'  
"WHAT'S ON YOUR PLATE? I FEEL GREAT!"  
HOW TO...  
MAKE A  
'COOKERY VIDEO' HANDBOOK!**



**...for budding chefs and filmmakers...**

**This healthy eating video project is made possible through the support of Grundtvig Partnership funding.** Grundtvig is a European programme, which means that the grants come from the European Union. All the activities funded through Grundtvig have a European element to them. UK information about Grundtvig from [www.grundtvig.org.uk](http://www.grundtvig.org.uk)

The partners for this project are from



**Spain, Zaragoza: Fundación ADUNARE**  
[www.adunare.org](http://www.adunare.org)



**Turkey, İzmir: Artı Yaşam Derneği**  
(no website)



**Estonia, Vastseliina vald:**  
[www.siksali.ee](http://www.siksali.ee)



**Latvia, Bauska County: Firma ED, SIA**  
[www.firmaed.lv](http://www.firmaed.lv)



**Italy, Vicenza: Eurocultura:**  
[www.eurocultura.it](http://www.eurocultura.it)

## **LET'S GET STARTED!**



### **Creating videos suitable for uploading and for inclusion on a DVD**

We've all, I'm sure, watched many cookery programmes on the TV – perhaps we have a favourite? A programme we particularly enjoy because we like the chef, or we prefer their particular style of presenting – or we like the kind of recipes they prepare?

While watching these programmes we are unconsciously absorbing all the conventions of the cookery video format which will be gone through as the booklet progresses.

This handbook is designed to be your guide when embarking on creating your own cookery videos. The videos will form part of a collection to be viewed online here: [www.onyourplate.eu](http://www.onyourplate.eu) and presented as a DVD when the project is concluded. There will also be a recipe booklet and reminders about preparing for this will be included too.

### **First you will need... a recipe:**

You will need to select the recipe you will be preparing, cooking and filming – remember that the focus should be on **eating healthily**, however, anything from baking cakes to creating a traditional meal can be healthy – it all depends on the ingredients.



#### **Ingredients tip:**

**You could try using more healthy ingredients than the recipe advises – for example substitute butter for a lower fat ingredient - or use rapeseed or another oil in your recipe – you will be surprised that it can make very little difference to your finished dish. I've tried baking cakes with less sugar and again, it can make very little difference to the finished cake – experiment!**

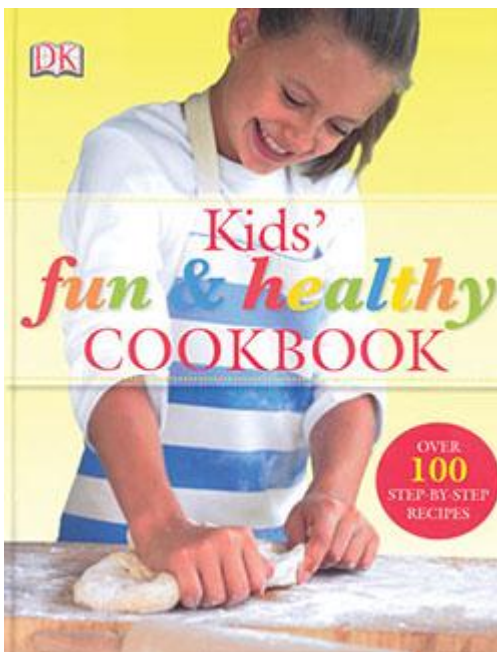
The project is also about having fun and learning cooking skills – hopefully both at the same time! Becoming skilled and confident in recipe preparation and cooking is especially important for those who do not do cook very often – a shared problem right across the EU as people's lives become busier and the tradition of parents passing on recipes to their children is being lost over time.

## Finding recipes:

If you are uncertain about what to cook, do check to see if your local or national government are running any healthy food initiatives. These are bound to offer recipes and healthy eating tips and guidance. In the UK we have the **BE FOOD SMART** campaign – more information can be found online <http://www.nhs.uk/Change4Life/Pages/be-food-smart.aspx> ... and it offers lots of recipe ideas!



If you are looking for recipes suitable for children, there are lots of books available – one that encapsulates the spirit of the project is this one: **Kids' fun and healthy cookbook, published by Dorling Kindersley**



### **Suitable for 7 – 12 year olds.**

The publisher Dorling Kindersley says of this book:

Put the fun back into healthy eating with this bright and colorful cookbook. This lively collection encourages children to consider what they eat and how it affects their bodies, without preaching. Delicious interpretations of old classics, as well as scrumptious new recipes helps turn eating into a tasty feast.

Features photography throughout and lively step-by-step text.

Includes recipes for breakfast, light meals, main meals and delicious desserts. Packed with fun facts and information about nutrition and healthy cooking techniques.

**RECIPE BOOKS...** are too numerous to mention - a quick search on the internet will bring up many tempting titles, however, as long as your film contains clear messages about what it means to eat healthily (not too much salt, sugar or fat for example) there is no need to spend money on buying specialist books.

An example about taking a sensible approach when advising about healthy eating: in the UK an initiative was set up called the **5-a-day principle**. Parents are advised to feed their children 5 portions of different fruit and vegetables per day – there are no clear guidelines about how much constitutes a portion but each portion must be different, for example eating some broccoli with your

main meal and an apple for desert will be 2 portions. So it is an easy to understand approach to ensure that a variety of fruit and vegetables are included in meals every day. Although the 5-a-day guide is presented in a format that is appealing to children, the same principal also applies to adult meal preparation.



## **Research your own healthy eating guidelines!**

There will be healthy eating advice and initiatives backed by individual governments in each of the partner countries.

## **What if we can't find a recipe that we think is healthy?**

If it proves very difficult to find a totally 'healthy' recipe just bear in mind that the most important thing is to find one that has mainly good aspects, like the inclusion of fruit or vegetables or one that is not too high in fat, sugar or salt. This project does not intend that we become experts in nutrition and health, it attempts to engage with the importance of being able to cook, being aware of basic health guidelines and putting these together in a fun way.

## **PREPARING TO COOK... AND FILM**



© Image from BBC CBeebies – *I CAN COOK*

Going back to watching cookery shows made for both adults and children, you may notice that the chef has all their ingredients set out, prepared and ready to cook – usually in small bowls or other containers. If this is the case they will introduce the dish and talk through the recipe ingredients before they begin to cook them in sequence.

However, they may introduce the dish and recipe using 'raw' ingredients – an unpeeled onion or carrot for example – and peel or chop these up whilst talking about the recipe. They will then cook them during filming.

Both of these approaches are fine! Don't get too hung up about the style of presenting the recipe in your video, just try to imagine what your film will look like when it is finished and whether you think it will be clear and instructive for those watching it.



Also, you might wish to make your video light hearted – Big Cook, Little Cook (UK, BBC CBeebies) ‘play around’ with food while delivering their cookery show which makes it much more fun - this is also fine!



© Image from BBC CBeebies – *BIG COOK, LITTLE COOK*



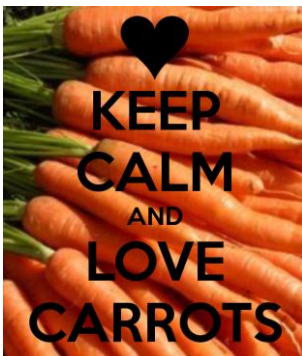
## **CHECK BEFORE FILMING:**

### **PRESENTING THE RECIPE:**

Consider how the dish is going to be presented – will you have all the preparation done? All the vegetables peeled, chopped and in bowls ready to use?

Will you have all the ingredients set out ready to peel and chop as part of the demonstration?

### **INGREDIENTS:**



Make sure you go through the recipe before the filming day to ensure you have all the ingredients gathered together!

**RECIPE:** Ensure you have the recipe to follow if you need this – if it’s a family favourite perhaps you won’t need one!

## **COOKING TOOLS:**



Make a check list of all the cooking implements to ensure you don’t forget anything – it’s very easy to forget one and it can put paid to a filming session. This is in case you are cooking in a venue you are not familiar with. Just ensure that your film plan includes checking with the venue that they have all the necessary tools – perhaps you need a rolling pin, a set of scales, a cake tin? Check that these are all available and to hand first before you set up your filming session.

## **FILMING YOUR COOKERY VIDEO:**



### **The Technical Bit...**

Basically filming live which is what we are doing for this project consists of four components:

- Capturing video footage
- Audio capture – the sound
- Lighting
- Editing

**FOR THE UK PROJECT:** We may be able to provide equipment for those who don’t have any to support involvement in the project, although this can’t be guaranteed.

The equipment consists of:

- Flip style pocket camcorder



You can download your footage straight to your PC or Mac using the onboard USB function

- Tripod



To keep your camera steady throughout filming

- Digital Recorder – for a clear voiceover if you are putting your film together with a commentary  
This also has a USB facility to download the audio recording straight to the computer.



Olympus VN-8700PC



**CONTACT JOANNA ABOUT THIS:**  
**Email:** [joanna.vandermeer@bfi.org.uk](mailto:joanna.vandermeer@bfi.org.uk)  
**Phone:** 07709155548

## **General Technical Requirements:**

### **Capturing your footage**

You can use:

- a digital camera having a video function
- a tablet computer having a rear camera (a front facing one is not suitable)
- any pocket camcorder
- a phone having a video function – as long as you have the USB cable to download the footage!



- a digital camcorder (where the footage is captured straight to a memory card)
- a mini DV camcorder such as the one pictured – we still use these at the BFI, they are inexpensive to purchase and many are for sale second hand – the film is recorded to mini DV tapes– the footage is transferred using a ‘firewire’ cable – but you do need to ensure your laptop also has a firewire (IEEE 1394) port (listed as an iLink for Mac users).



A canon mini-dv camcorder having a firewire port



4-pin firewire port  
IEEE1394

This is what the firewire port looks like both on the camcorder and on the PC



Firewire 4 to 6 pin cable for older Macs (pre 2009)



Firewire 800 cable (compatible with the new Macbook Pro's c post 2009/10)

## Tripod

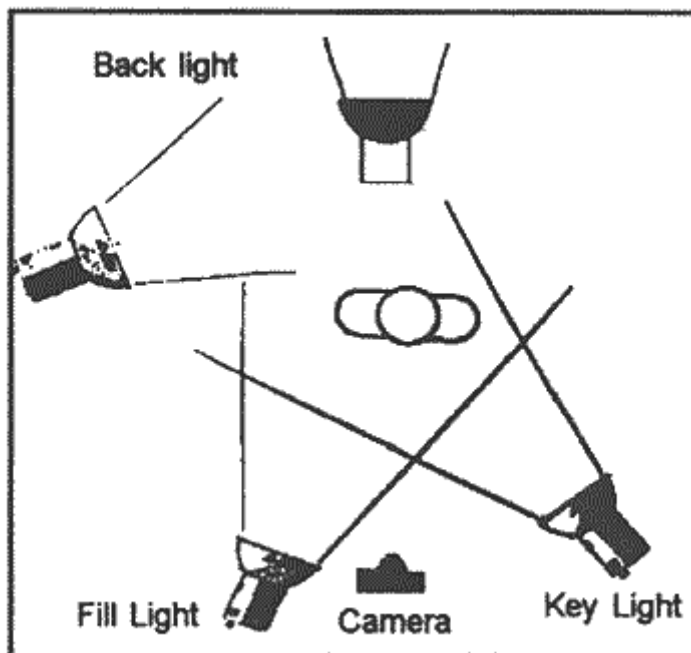
This is a necessity in order to keep the camera still during filming. When using a pocket camcorder, it could be mounted on a table top tripod – these are very inexpensive to purchase.

## Lighting



It is advisable to have as much control over the lighting as possible and to film in a place that has good lighting. Where the cooking preparation is taking place, it is a good idea to set up extra lighting if possible. This could be via a desk lamp or other light source that is directed straight onto the filming area. Look out for deep shadows though! If you see deep shadows then try to move either the lighting or the preparation area so these are eliminated as much as possible.

This image shows the standard lighting format used to eliminate shadows: back light, fill light, key light – basically a light behind the subject, a light left of subject and a light crossing the right of the subject. But please don't be anxious about this! We aren't trying to create a professional video but it helps to understand these things so you are at least aware of the need to have good lighting so all your efforts aren't ruined by filming in a dark area where the best effect isn't going to be achieved and you can't see what the chef is doing.



## Space

Ensure that there is enough room for the food preparation and the filming – there needs to be enough space in front of the cooking area to set up the camera so the 'presenter' can fit into the perspective – you don't want to film the cook with their head missing!

## **MORE TECHNICAL CONSIDERATIONS...**

### **Storyboarding your cookery film**

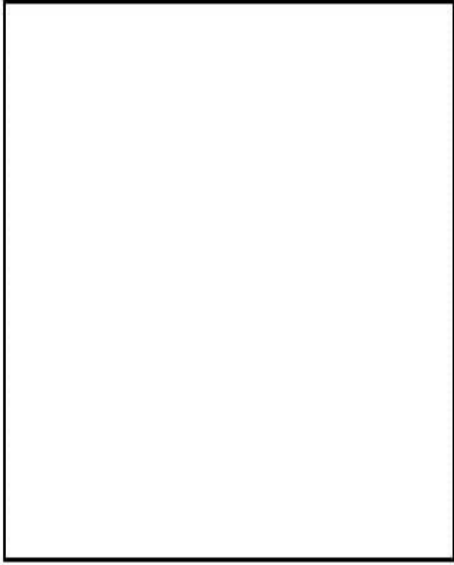
A storyboard is a plan of the film - it looks just like a comic book!

Storyboards are used by all film-makers whether they are making a live-action film, a documentary, thriller, animation or any other style. This is an extremely creative and important part of the overall process. A blank storyboard is contained within this pack. The storyboard is used to make sketches of the narrative action and will usually include camera shots and dialogue. This is really useful as it keeps the filming 'tight' - the storyboard keeps a tendency to stray away from the script under control and is useful when having to stick to tight restrictions on time.

Brainstorming activities that precede the storyboarding element is by far the most creative part of the process. It provides an opportunity to work up ideas and set down what the storyboard is going to contain.

Even when making a cookery video which you may feel is fairly straight forward, could include all kinds of creative input from your chefs and budding directors - you will be surprised at the ideas that will start to be generated once the thinking process starts before the filming begins. Perhaps there will be an introduction that tells the viewers about the choice of menu - a family story perhaps? Or will give information about the ingredients using pictures - drawings, photos or paintings, song or jokes - anything is possible!

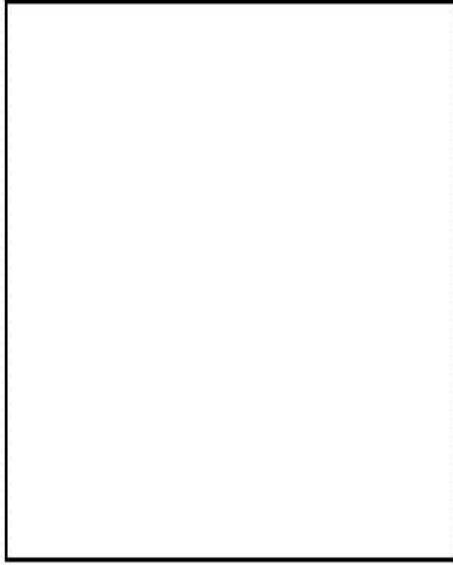
# Storyboard for \_\_\_\_\_,



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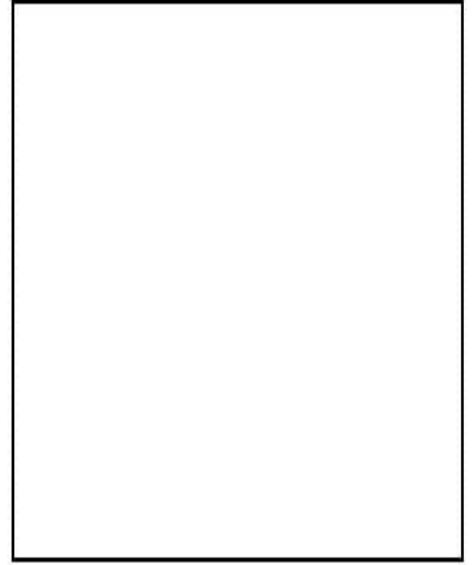
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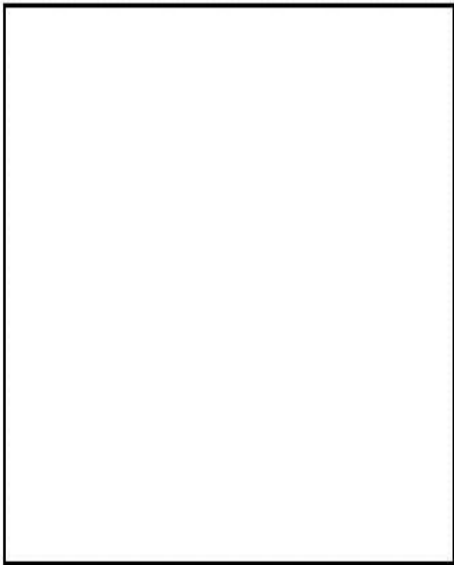
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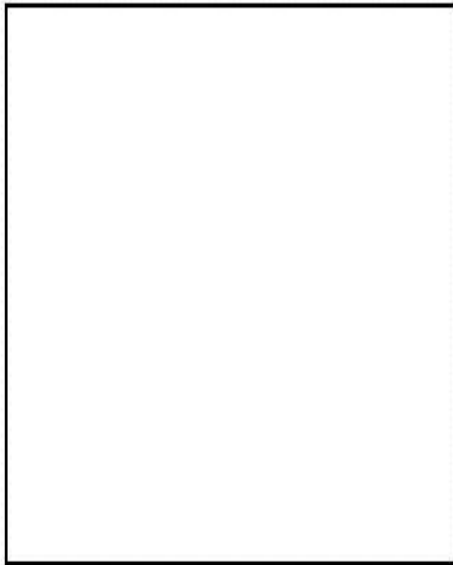
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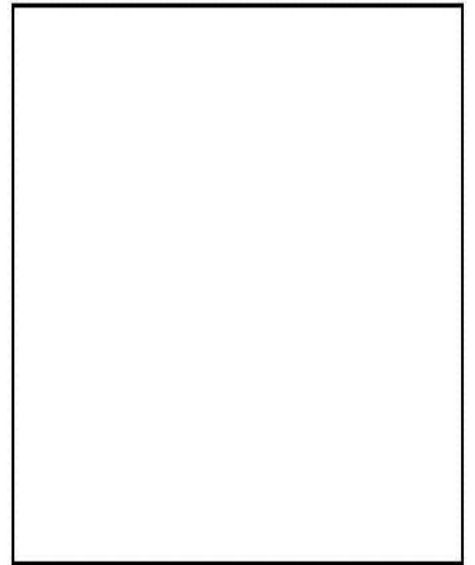
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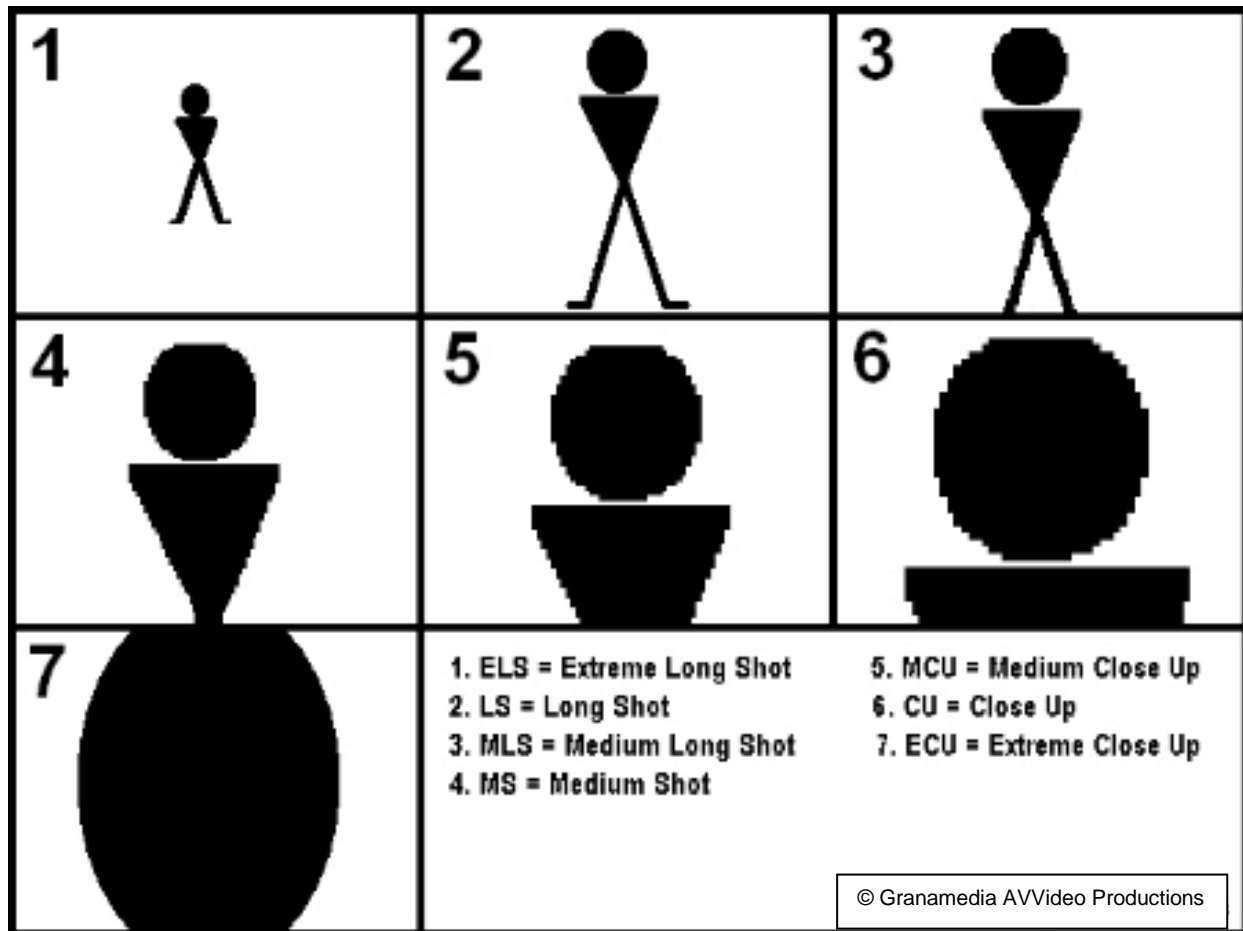
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## One of the most important things to keep at the forefront of your film plan – camera shots.

There are several popular types of shot that are used frequently in filming which are recorded at the storyboarding stage. The storyboard can then be referred to for direction.

These are particularly important when filming a cookery video.

Here is an illustration of the most common camera shots



When filming a cooking video the most common elements will be:

- **5. MCU - Medium Close Up** – where you are near enough to see what the chef is doing but have an overview what is happening
- **6. CU – Close Up** – where there will be a focus on the hands and the ingredients or perhaps at the tasting stage!
- **7. ECU – Extreme Close Up** – where there will be a focus on individual ingredients or the finished dish





Have a look at different cookery shows and see if you can spot where these shots are used before planning your own shoot.

## **The Importance of the 'Establishing' Shot:**

This focuses the viewer's attention on and sets up the opening scene by showing the relationship between its important figures and objects – in our case the important figure will be the chef and the objects will be the recipe ingredients and cooking area.

### **Example...**



## **Using More Than One Camera:**

Bear in mind that using more than one camera during filming means having more footage to edit at the end but will give more children or participants more to do and will produce a more interesting and polished film at the end. TV studios creating cookery shows will normally have at least three camera operators filming simultaneously so the same scene can be viewed from different angles.



## **FINAL PRE FILMING CHECK LIST:**

- 1. Ingredients, cooking implements, recipe**
- 2. Space organised, clean, well ordered**
- 3. Storyboard – film plan**



**4. Camera – charged/batteries loaded**

**5. Lighting / Tripod / Audio**



**ALL TICKED? YOU'RE READY TO GO!**

### **PRODUCING YOUR FINISHED FILM!**



**So you have gathered your footage together, you have downloaded it onto your PC computer or laptop and now you are ready to produce the finished product!**

**At this point we need to consider the editing process – don't be anxious about this – once you get started you will find it enormously creative, fun... and rewarding!**

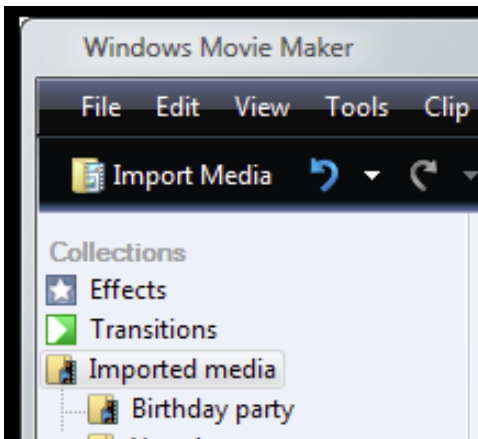
### **Editing your film using Windows Movie Maker Vista 6.0 (for PC only)**

#### **Installing Windows Movie Maker:**

The following screen grabs show you the Windows Movie Maker 6.0 interface, if you don't have this installed on your computer or laptop but would like to use this programme, you can download it for free from: <http://movies.blainesville.com/>

Windows Movie Maker 2.6 is very similar – it looks the same so following the below will be no problem, however it has less fonts and other functions but you can download this also for free from: <http://www.microsoft.com/en-gb/download/details.aspx?id=34>

The Tasks pane: provides several different 'panes' that you can work in, depending on which tasks you want to complete.



The tasks pane lists all the common tasks you'll be looking to perform when making your movie, including importing your video footage, editing using the effects, transitions and audio files, creating credits for your movie and publishing it - turning it into a completed movie at the end of the process.

The area where you create and edit your project is displayed in two views, the storyboard and the timeline. You can switch between these two views when making your film.

### Timeline View:



Provides a more detailed view of your movie project and allows you to make finer edits. Using the timeline view you can trim video clips, adjust the duration of transitions between clips, and view the audio track. You can use the timeline to review or modify the timing of clips in your project. Use the timeline buttons to switch to storyboard view, zoom in or out on details of your project, narrate the timeline, or adjust the audio levels.

### Storyboard View:

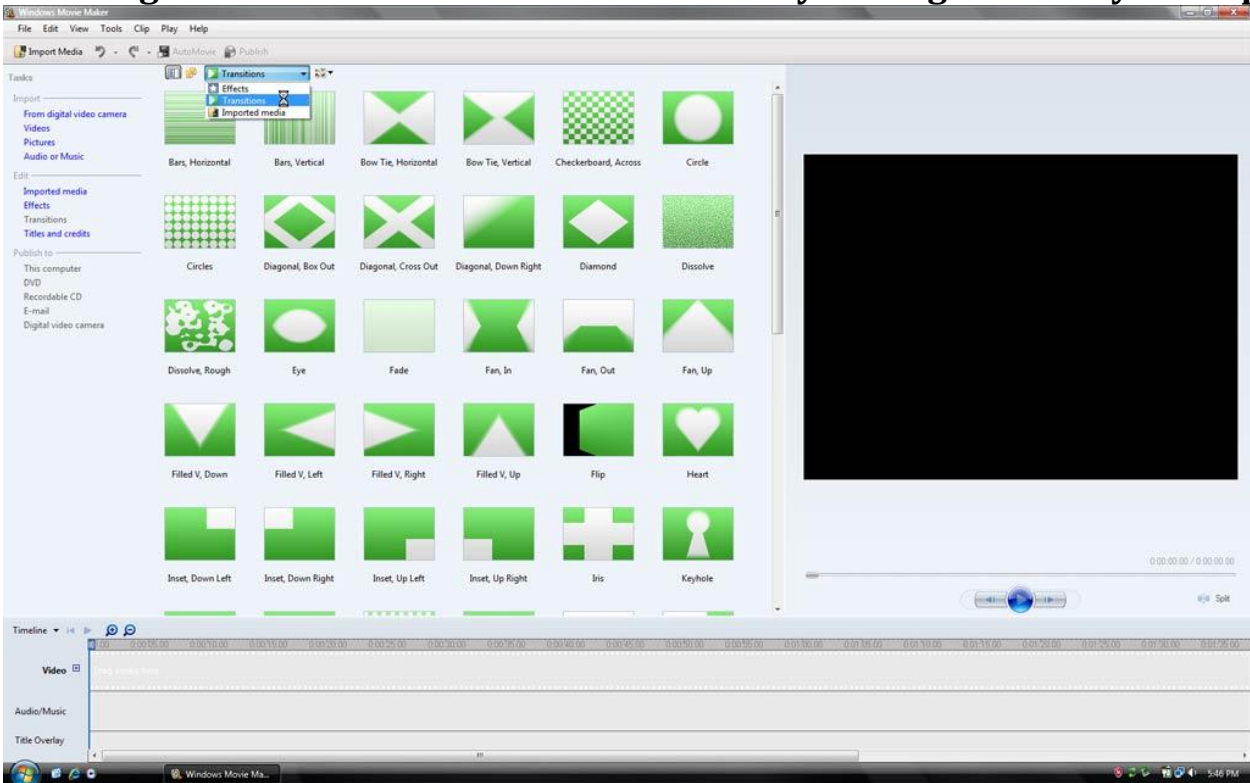


You can use the storyboard to look at the sequence or ordering of the clips in your project and easily rearrange them, if necessary. This view also lets you see any video effects or video transitions that have been added. Audio clips that you have added to a project are not displayed on the storyboard, but you can see them in the timeline view.

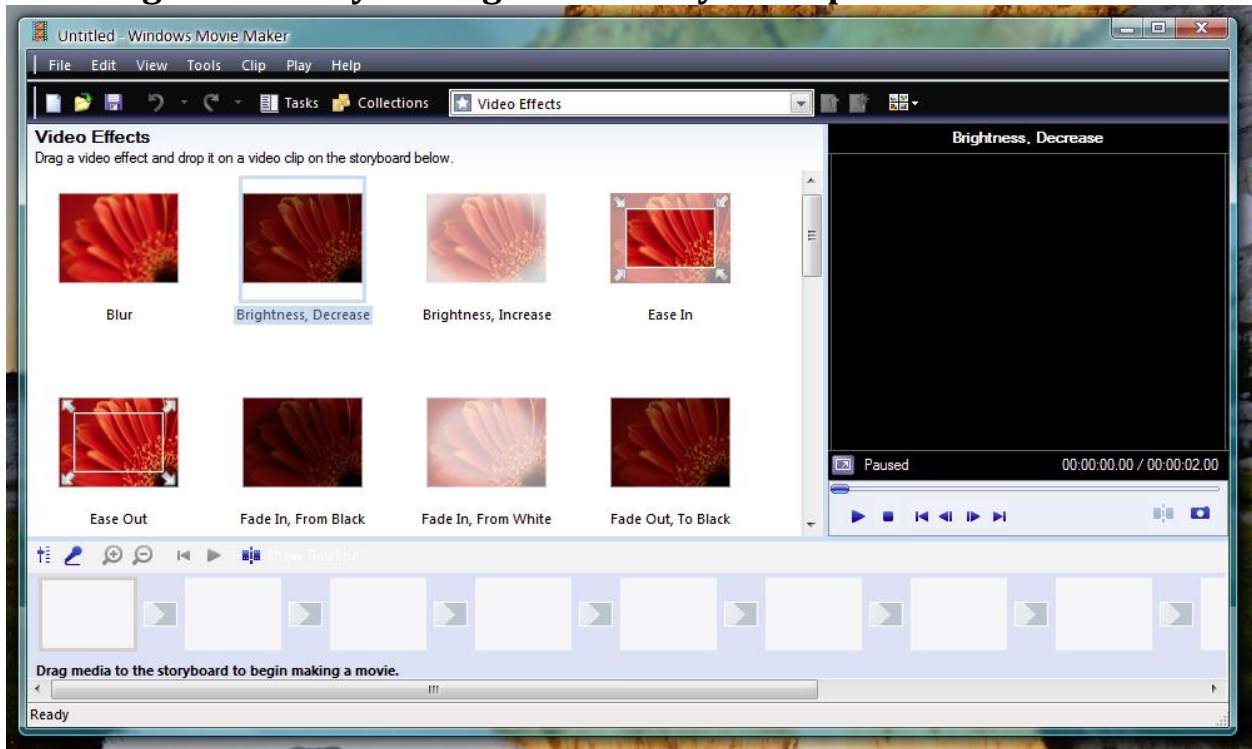
How the interface looks when you have your movie clips loaded:



**Selecting a transition - a cut between scenes - you drag between your clips**



## Selecting an effect – you drag these onto your clip

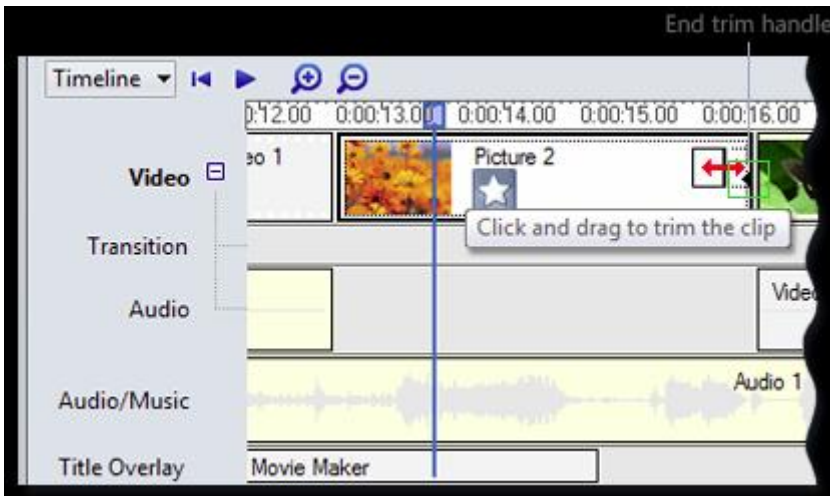


## How to split a clip – getting rid of footage you don't want in your film

- Using the timeline view, play the video or audio clip that you want to split.
- When the clip reaches a point near the place you want to split the clip, click Pause.
- Under the preview monitor (the viewing box), use the playback controls to find the point where you want to split the clip.
- Notice under the preview monitor the Split button is highlighted – click on this and your video or audio clip will be cut.
- You will need to make sure the video or audio track is highlighted for the SPLIT button to appear and a cut will be made according to which is highlighted – if it's the video track, the video footage will be split, if the audio track is highlighted, the split will appear in the audio track.



## Trimming a clip:



You can drag 'trim handles' on a clip to set the start and end points. Trim handles appear as small black triangles at the beginning and end of a clip after you click the clip on the timeline. When you hold your mouse pointer over a trim handle, the pointer changes to a red double-headed arrow. Drag these handles to set a new start or end point of your clip.

Just because you've effectively deleted some of your video footage you haven't lost it altogether – it still exists as part of the footage which is stored as the source file (original footage).

## Adding Audio:

Music can be an excellent way to embellish your movie, and adding music is easy in Windows Movie Maker.

- Click File, and then click Import Media / audio
- Browse to the file you want to add, and then click 'import' which will be highlighted. You can import audio files with the following file name extensions into Windows Movie Maker: .aif, .aifc, .aiff, .asf, .au, .mp2, .mp3, wav and wma.
- Drag the music file to the Audio/Music track of the timeline.

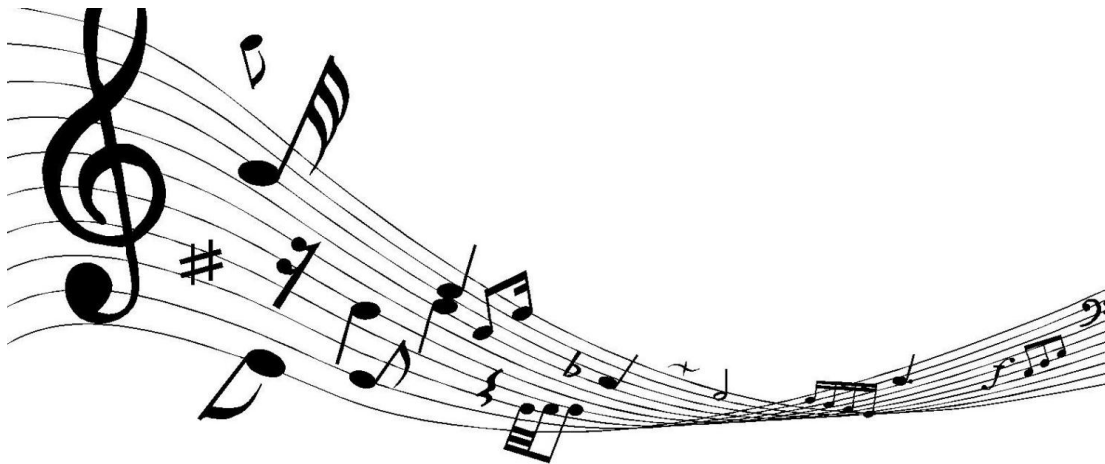
## A quick overview of Vista Movie Maker:

- Once you've converted your video into a WMV file open Windows Movie Maker
- Click on File – click on New Project
- Click on **'Import Media'** or **Tasks – Import – Videos**
- Find your newly named movie file
- Double click on this and it will load into Movie Maker
- Drag and drop this into the Timeline – the film will also emerge in the viewing box but the 'master' will stay in the media collection box
- You can use the viewing box to scroll quickly through the film (for example to find pictures that have been taken of hands, feet or heads that sometimes end up in the film to enable you to delete these
- To edit out footage (including trimming audio recordings) make sure the correct track is highlighted – either the video track or the audio/music one. When this is highlighted you can see the function called **Split** highlighted. Click on this to mark the 1<sup>st</sup> place where you wish your edit to begin. You can then position your mouse on this and while holding the left mouse button, scroll along to trim the offending

audio or movie track. You can increase the ease of this by increasing the size of the track – use the ‘plus’ button above the Video track. It also has a ‘minus’ to decrease the size again.

- You can toggle between Timeline and Storyboard as Storyboard shows clearly how scenes are cut up into their constituent blocks.
- You can add effects and transitions, audio and still images to your film while in Timeline mode and also subtitles or other credits. You can only add Effects and Transitions in Storyboard mode. You can pull up a list of functions when in Timeline mode by right clicking your mouse in the timeline.
- **Effects** are things like speeding up, slowing down, panning, zooming etc.
- **Transitions** are things like fading from one scene to another

**Movie maker is very easy to use and practice will soon have you understanding all of its functions!**

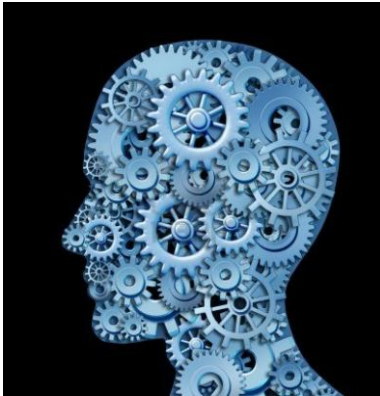


### **Music for your cookery video:**

There are many excellent websites that contain royalty free music tracks (which means you pay a small amount to use them, but then you are free to use them in the public domain) or completely free music tracks and loops that will add style to your video. One of the best sources is [www.incompetech.com](http://www.incompetech.com) but there are many more.

If you search online for free film music you will find sites that allow copyright free use of composer’s music. One I’ve found useful is Musopen! [www.musopen.org](http://www.musopen.org) and there is also mixed music genre’s that people offer for free on [www.freemusicarchive.org](http://www.freemusicarchive.org)

## **THE LAST TECHNICAL CHALLENGE:**



## **About codecs and using the right audio /video files for editing:**

Audio and video 'streams' are encoded using 'codecs' – small files - which determine how the audio or video is compressed.

Without going into technical detail about these, the following are the key formats that Movie Maker Vista 6 (or 2.6) supports:

### **Video**

DV-AVI (AVI)

Windows Media Video (WMV, ASF)

DVR-MS (Windows Media Center Vista Premium and Ultimate only, DVR-MS)

MPEG-2 (MPEG-2 Program Streams on Vista Premium and Ultimate only, MPG)

MPEG-1 (MPG)

### **Audio**

WAV (WAV)

MP3 (MP3)

Windows Media Audio (WMA)

In terms of the video formats listed, some of these – for example MPEG 1 and 2 and DVR-MS, are unlikely to be featured using up to date digital camcorders/cameras.

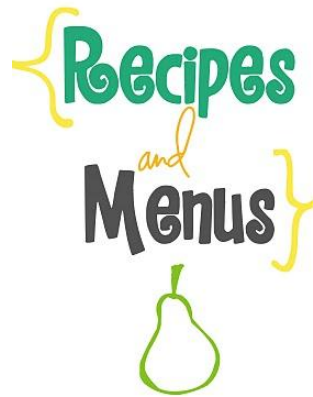
Just be aware that should you encounter problems when loading your video footage to be edited when using Movie Maker 6 or 2.6, you will need to use a video converter which can quickly transfer your movie footage into a format that is recognised.

**Movie Maker Live** which is included with Windows 7 and 8, can tolerate a wider range of codecs so you may not have this problem if you edit using this, but we are advocating using Movie Maker 6 or even 2.6 as it offers more functionality through the editing process.

## **CONVERTING YOUR VIDEO FILES USING A FREE VIDEO CONVERTER:**

A popular and free video converter is Freemake (we use it at the BFI) but there are many others:

**[http://www.freemake.com/free\\_video\\_converter/](http://www.freemake.com/free_video_converter/)**



## PROJECT RECIPE BOOK

We are going to be creating a recipe booklet to accompany the project.

Please ensure recipe's are written down or typed up to accompany your cooking video and sent or to your project contact – in the UK this is Joanna:

[joanna.vandermeer@bfi.org.uk](mailto:joanna.vandermeer@bfi.org.uk)

(postal address at end of handbook)

Children may enjoy drawing pictures of the recipe ingredients which can be digitised to go into the booklet. Any pictures can be returned – please don't forget to include children's names with these!



- for further information please get in touch with your project contact if you are not certain about this

**FOR THE PROJECT WE ARE WISHING TO INCLUDE:**

**STARTERS** ..... FOR EXAMPLE, IN THE UK THIS MIGHT BE SOUP



**MAIN COURSE**..... FOR EXAMPLE, THIS COULD BE CURRY OR STEW

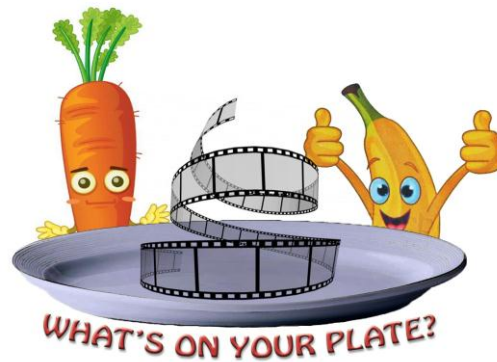


**PUDDINGS/DESERT** .....FOR EXAMPLE, THIS COULD BE APPLE CRUMBLE





**THE**



**CHALLENGE!**

**To enable more access to the project, if you decide to participate from home or get your school involved – creating a video in your own kitchen or at an after school club, with friends or family you can easily send your video to me**

**[loanna.vandermeer@bfi.org.uk](mailto:loanna.vandermeer@bfi.org.uk)**

**using**

**[www.wetransfer.com](http://www.wetransfer.com)**

**and we can help with the editing by giving you access to our**

**You Tube** **What's On Your Plate? editing process**

**All participants will be entered into a competition where the prize will be a brand new halogen oven! Other prizes may be added as the project progresses**

**Don't forget to include the recipe with every film created!**

**Films will be posted to the What's On Your Plate? website and will stay on the Youtube channel**



**Hopefully, you have found this handbook informative and it will give you the confidence to be able to start creating your cookery video masterpieces!**

**However, do get in touch directly if you have any queries, encounter any problems or have any suggestions- my contact details are below.**

**Good luck! And happy cooking and filming!**

**Joanna van der Meer**

Film Tutor

Family Learning Programmer

BFI Education

BFI Southbank

Belvedere Road

London SE1 8XT

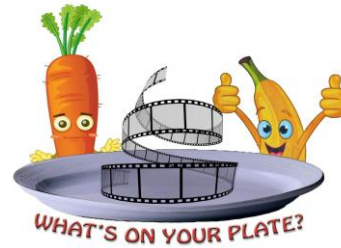
T: 020 7849 4482

M: 07709155548

E: [joanna.vandermeer@bfi.org.uk](mailto:joanna.vandermeer@bfi.org.uk)

**UK only: if you would like me to attend or oversee your sessions, do get in touch!**

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## Children's Healthy Eating Knowledge Questionnaire

For children aged up to 11 years

For the Grundtvig Project "What's On YOUR Plate? I Feel GREAT!"

This questionnaire is designed only to discover levels of understanding about eating healthily. The project is intergenerational so this questionnaire is designed for participating children only. A separate questionnaire is provided during filmmaking courses and workshops for adult participants .

### Information about YOU !

1. What is your name?

2. Are you a

or

please tick!



3. How old are you?

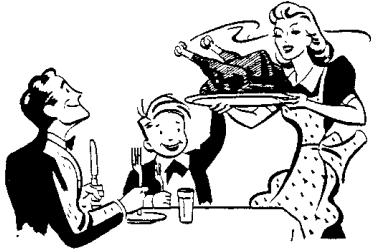
4. Which is your favourite meal of the day? Please put a tick next to it!



Breakfast?

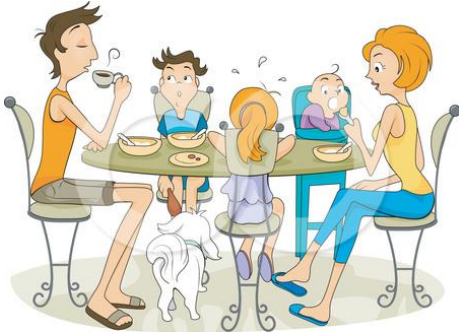


Lunch?



Dinner?

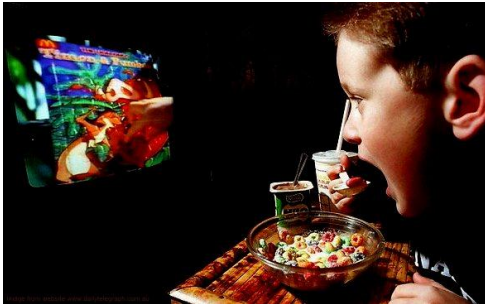
5. Do you eat mostly with your family around a table?



YES

NO

6. Or mostly in front of the TV or in your room?



YES

NO

7. Who does most of the cooking in your house?

8. What is your favourite food?

9. Can you name and write down the names of these fruits and vegetables?



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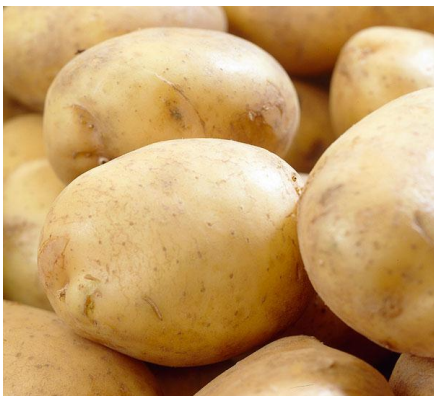
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**DID YOU FIND THAT (PUT A TICK BESIDE YOUR ANSWER)**



**DIFFICULT?**



**EASY?**

**10. Have you ever cooked anything at school or at home before?**

**YES**

**NO**

11. If you answered no, do you want to learn how to cook?

<input type="checkbox"/>	<input type="checkbox"/>
YES	NOT SURE

12. Have you made a video before? If you answer yes, please go on to question 13 and 14.

<input type="checkbox"/>	<input type="checkbox"/>
YES	NO

13. Can you edit a film?

<input type="checkbox"/>	<input type="checkbox"/>
YES	NO

14. Do you remember the name of the editing programme you used?

If you complete this at home and are not attending any workshops or organised sessions, please do complete and send to

[Joanna.vandermeer@bfi.org.uk](mailto:Joanna.vandermeer@bfi.org.uk)

# THANK YOU!

