

TECHNICAL DOCUMENTATION



**EXPLORING THE OUTSTANDING
WORKS OF SOFTWARE ENGINEERING**

Table Of Contents

Abstract	2
Author's Name	2
Video Link	2
Introduction	2
Definition	2
Background	3
Development	3
Discussion	4
Research Phase	4
Pre-production Phase	5
Production Phase	6
Post-production Phase	8
Conclusion	10
Reference	12

List Of Figures

Image 1 Reference Search	5
Image 2 Script Creation	5
Image 3 Location Scouting	6
Image 4 Take Execution Video on D-Day	7
Image 5 Data Management and Backup	8
Image 6 Offline Editing	9
Image 7 Online Editing	10
Image 8 Champion	11

Winning the 2024 Creative Video Agridation Competition Strategy and Execution

Abstract

The 2024 Creative Video Agridation Competition is a contest to raise public awareness about the agricultural sector through educational and inspirational visual works. This guidebook discusses the strategies and stages that led to winning 1st place in the video production process. The methods include in-depth research, thorough planning, effective production execution, and professional editing. Moreover, solid teamwork with a shared vision has been a key factor in this success. The final result is a video that meets all the evaluation criteria and provides a strong educational impact for the audience. Through this documentation, it is hoped that readers can understand the importance of a systematic approach in videography competitions and be inspired to create meaningful works.

Keywords: *videography, competition, video production, agricultural education, creative strategy, teamwork.*

Author's Name

Fikri Saputra - J0403221048

In collaboration with the Pictura Aksara Team on Creative Video Agridation:

Muhammad Yordi Septian - J0403221020

Ghaeril Juniawan Parel Hakim - J0403221059

Rachel Triana Azzahra - J0401221180

Nurulisa Fitri Wahyuni - J0401221217

Video Link

The video can be accessed at the following link: <https://ipb.link/creativevideoagridation>

Introduction

Definition

Creative Video is one of the competition branches in the Agridation 2024 event, which aims to commemorate National Farmers' Day every September 24. This competition aims to raise public awareness about the agricultural sector and encourage participants to create educational and inspirational video works. With this competition, it is hoped that participants can develop their videography skills and present useful information to a broad audience.

The main theme raised in this competition is "Fields of Growth: Encouraging Agricultural Innovation and Sustainability." This theme is divided into several sub-themes that will be the main focus in the creation of the video works:

- a. Achieving food stability in the future through agriculture.
- b. Utilization of 5.0 era technology for agricultural innovation towards the modern agricultural era.
- c. Increasing the added value of environmentally friendly agriculture in economic and environmental practices.
- d. Optimization of agricultural production and agroecosystem resource management

To understand the purpose of this competition more deeply, it should be noted that this event is not just a competition but also a platform to raise public awareness about the importance of the agricultural sector. Through producing creative and inspiring videos, participants are invited to contribute to public education and the development of innovations in agriculture.

Background

Agriculture remains a crucial sector in maintaining food stability and community welfare in the increasingly advanced modern world. However, many young generations are less interested in this sector due to the lack of engaging and informative education. Therefore, through the Creative Video Agridation 2024 competition, I want to raise a theme that can educate the public about the importance of agriculture with a creative and engaging visual approach.

The video I created aims to provide in-depth and inspiring information about the agricultural sector and highlight the role of farmers in daily life. With a strong concept and attractive packaging, this video can serve as an effective educational medium and increase public appreciation for the world of agriculture.

This guidebook is created as documentation of the experience of participating in and winning the Creative Video Agridation 2024 competition. Besides serving as a personal archive, this guidebook also aims to guide other students who wish to develop videography skills and participate in similar competitions.

Development

I chose the subtheme "Achieving food stability in the future through agriculture," which aims to educate the public about the importance of the agricultural sector in maintaining food security. With the expertise I possess, I strive to produce videos that are not only visually appealing but also have strong educational value.

To provide a clearer picture of the purpose of this guidebook, here are some key points that we aim to achieve:

1. Providing insights into the process of creating the award-winning creative video.

2. Inspiring other students to participate in the videography competition.
3. Showing strategic steps in creating impactful educational videos.

With the presence of this guidebook, readers can understand the importance of videography in conveying educational messages and be motivated to produce quality work that can positively impact society. The hard work paid off, and I achieved 1st place in this competition.

Discussion

The process of making this video goes through several important stages involving research, pre-production, production, and post-production.

Research Phase

At this stage, various steps are taken to develop a video concept that aligns with the competition theme. The steps taken include:

1. Team Member Search
Choosing team members who share the same vision and mission may not always be necessary in every project, but this becomes a crucial factor in the context of a race. A solid team with a high fighting spirit and aligned goals, namely achieving 1st place, will find it easier to adapt, collaborate without excessive calculations, and contribute maximally at every competition stage.
2. Brainstorming
Gathering creative ideas that can be applied in the video. My team and I discussed the best approach that could capture the judges' attention and provide strong educational value.
3. Reference Search
Analyzing various videos, articles, and other documentation to gain inspiration and ensure that the videos produced have originality and quality that meet competition standards.

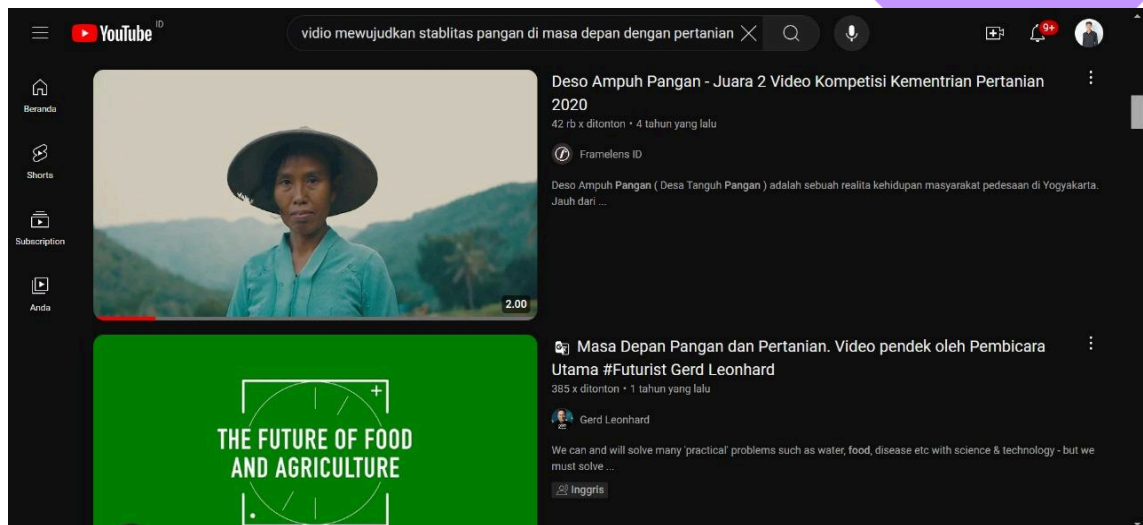


Image 1 Reference Search

4. Script Creation

After the basic idea is determined, the next step is to draft the script used in the production. This script includes narration, dialogue, and video structure to ensure the flow is clear and easily understood by the audience.

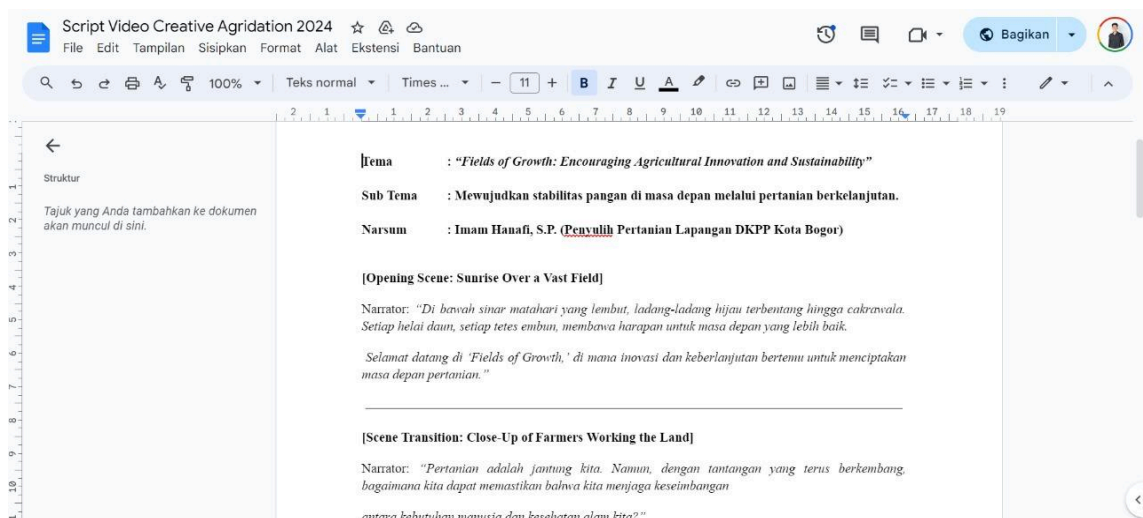


Image 2 Script Creation

At this stage, my team and I are striving to ensure that the developed video concept is visually appealing and relevant to the competition theme. In addition, the selected references will help determine the filming techniques used.

Pre-production Phase

Pre-production is the process of preparing all aspects before entering the production phase of a film (Kariem *et al.* 2023). At this stage, technical and conceptual preparations are carefully

carried out to ensure a smooth filming process and minimize any obstacles that may arise during production. This stage includes:

1. **Scheduling and Script Analysis**
Scheduling is carried out to ensure that team members and equipment are ready for each filming session. The script is also analyzed in depth to ensure its alignment with the theme and minimize the possibility of sudden changes disrupting the production flow.
2. **Location Scouting**
Several suitable location options align with the script: Rawa Gede, Mulyaharja, and Puncak Tea Garden. After considering the efficiency of time and cost, the Mulyaharja area option was chosen.



Image 3 Location Scouting

This stage is the primary foundation before the production process, ensuring that all preparations are thoroughly completed to create the best possible video outcome.

Production Phase

The production stage is the execution of the previously planned production process (Fakhrurozi dan Adrian 2021). At this stage, filming is carried out according to the scheduled plan. The main steps taken include:

1. **Briefing and Technical Preparation**
Before the shooting, a briefing is conducted with the team to ensure all team members understand their roles and workflow. Additionally, a final check of equipment such as cameras, microphones, and lighting is conducted to avoid technical issues during filming.

2. Take Execution Video on D-Day

Several challenges must be faced in the production process, such as sound quality during interviews and unpredictable weather conditions. However, with good planning and flexibility in adapting to field conditions, I could overcome those obstacles without sacrificing the predetermined schedule.



Image 4 Take Execution Video on D-Day

3. Data Management and Backup

After the shooting, all recordings are transferred to storage devices and backed up to avoid data loss. File categories are also organized to facilitate the editing process in the next stage.

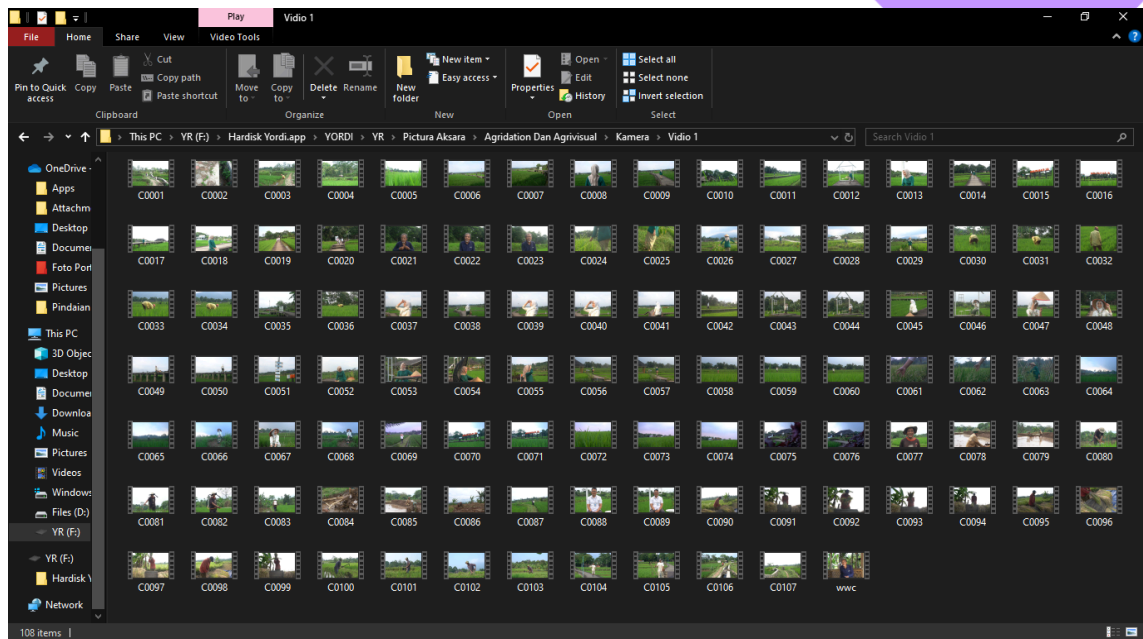


Image 5 Data Management and Backup

In the production process, there are several challenges that must be faced, such as sound quality during interviews and unpredictable weather conditions. However, with good planning and flexibility in adapting to field conditions, I was able to overcome those obstacles without sacrificing the predetermined schedule.

Post-production Phase

According to (Ananda *et al.* 2023), The final stage of the filmmaking process is post-production. The post-production stage is the phase where the recorded material, which has been captured during the production process, is further processed to achieve the final result that aligns with the designed concept. Various editing processes are carried out at this stage, such as image editing, sound arrangement, addition of visual effects, and color grading. This stage involves the editor and the entire team, which plays a role in maintaining the story's integrity and ensuring the video aligns with the initial vision. This post-production phase is divided into two main parts, namely offline editing and online editing.

1. Offline Editing

Offline editing is a process of arranging raw footage in sequence according to the story concept (Putri dan Alfatoni). This stage is the initial editing process, where various video recordings are stitched together into a cohesive story. The arrangement of the footage is done by considering the narrative flow, transitions between scenes, and visual continuity so that the video has a good rhythm and is easy for the audience to understand. At this stage, the editor performs several activities, such as:

- a. Editing video, assembling raw footage into a complete story while paying attention to the rhythm of information delivery.

- b. Choosing the best cuts and selecting the best parts of the footage that effectively support the storyline.

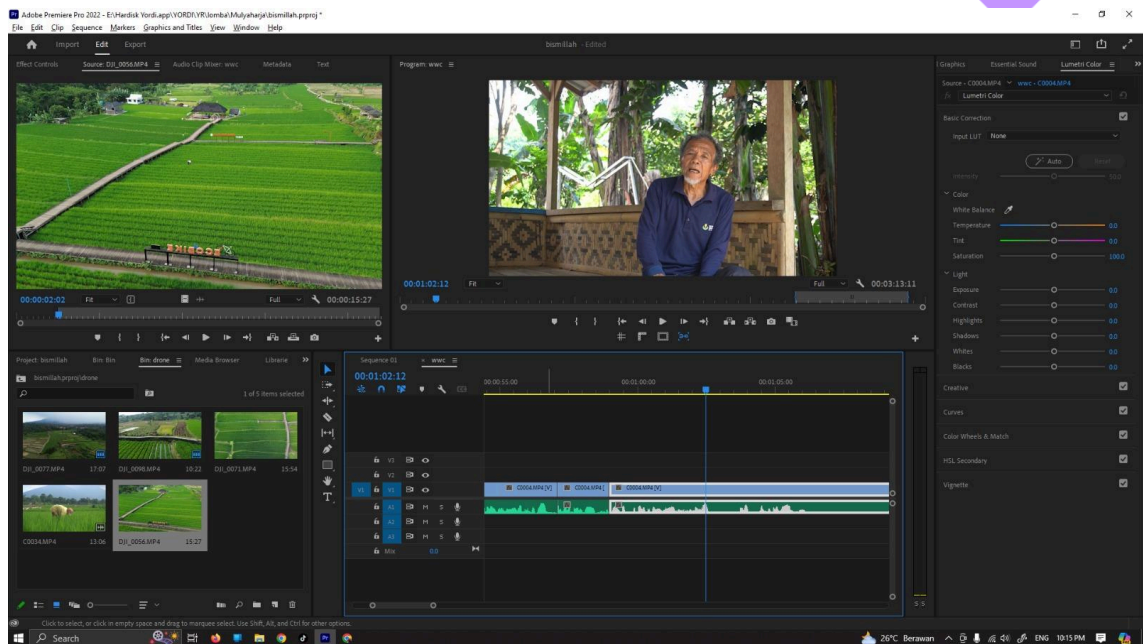


Image 6 Offline Editing

2. Online Editing

After the offline editing process, the next stage is online editing. At this stage, visual and audio enhancements ensure the final video is more appealing and professional. At this stage, the editor performs several activities, such as:

- a. Color grading is the process of adjusting colors to make the visual appearance more appealing, following the intended mood.
- b. Add visual effects and animations to support storytelling and enhance visual appeal.
- c. Voice editing, including enhancing VO and source interviews, makes them clearer and more pleasant to listen to.
- d. Mixing and mastering audio ensures the balance between dialogue, sound effects, and background music.

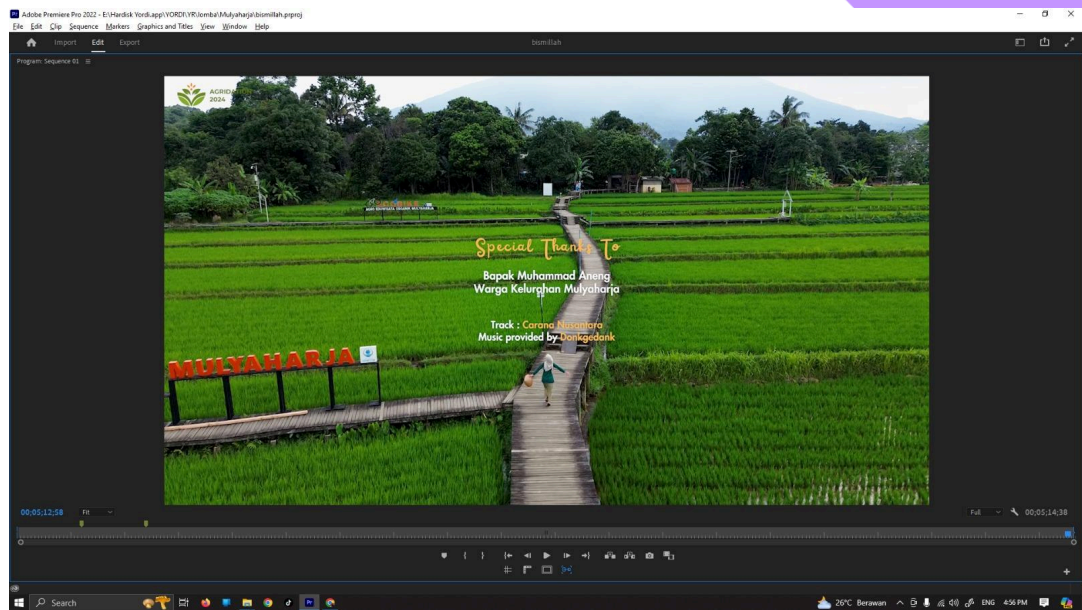


Image 7 Online Editing

Completing the post-production phase, the video is ready to be presented and published under the established competition regulations.

Conclusion

The success in winning this competition is closely tied to how the video created meets all the criteria evaluated by the judges. This video could stand out in various aspects, such as originality of ideas, thematic relevance, strong message delivery, and high audio and visual quality. Additionally, in the presentation stage, the ability to convey concepts, a systematic presentation structure, and the ability to answer the judges' questions well also contributed to achieving first place.

By fulfilling those aspects, this video captured the judges' attention and provided a strong educational impact on the audience. This success proves that a systematic and professional approach in video production is fundamental in a competition.

Through this project, I gained many valuable lessons, including:

- Improve technical skills and gain a deeper understanding of professional shooting techniques and editing.
- Better time management, completing projects within the specified deadlines.
- The importance of storytelling in videography is crafting narratives that are engaging and easy for the audience to understand.

- Solid teamwork, with a team that supports each other and has strong commitment, can overcome every challenge that arises more effectively, significantly contributing to this project's success.



Image 8 Champion

I succeeded in winning this competition by applying systematic and professional methods. Furthermore, I would like to extend my deepest gratitude to my team—Muhammad Yordi Septian, Rachel Triana Azzahra, Nurulisa Fitri Wahyuni, and Ghaeril Juniawan Parel Hakim—for their extraordinary dedication and cooperation. This achievement would not have been possible without their full contribution and fighting spirit.

Reference

- Ananda SD, Putri DD, Shaniya G. 2023. Manajemen Produksi Film Pendek Piknik Panik di Era Covid 19 Dari Pra Produksi, Produksi dan Pasca Produksi. *J. Audiens*. 4(2):289–300.doi:10.18196/jas.v4i2.29.
- Fakhrurozi J, Adrian QJ. 2021. Kajian Dan Praktik Ekranisasi Cerpen Perempuan di Rumah Panggung ke Film Pendek Angkon. *Deiksis J. Pendidik. Bhs. Dan Sastra Indones*. 8(1):31.doi:10.33603/dj.v8i1.4417.
- Kariem AJA, Khairiyyah RL, Zaharany AA. 2023. Manajemen Pra-Produksi Film Pendek Geger. *J. Audiens*. 4(3):360–370.doi:10.18196/jas.v4i3.55.
- Putri RA, Alfatoni MAM. Penciptaan Film “Hilang Dan Tanya” Menggunakan Teknik Editing Linear Dalam Membangun Emosi Penonton.