

I GOAT THIS

Introduction

Agricultural literacy is decreasing unimaginably due to the continuously growing gap between the livelihood of people and the farm. Agriculture is immensely important because it allows people to survive by providing food, fiber, fuel, forest, and fauna. Agricultural literacy needs to increase to progress and advance the industry into the future. The best way to complete this task is to teach and heighten the interest of agriculture in the younger generation. An educational video is an exciting and enjoyable media to use to teach the children. It is an efficient way to bring the farm into the classroom and reaches a larger audience. If the younger generation gains interest, there is hope that they will pursue future careers in the industry and educate other people in society. The hope is to allow the agricultural industry to continue and grow.

The purpose of this project was to create an educational and interactive video about goats for children in third through fifth grade to help generate more interest and knowledge about agriculture in the minds of the younger generation.

Methodology

1. Plan the content and style of the video
2. Research proper information
3. Contact elementary school professors
4. Contact the local goat herder
5. Contact an actor
6. Storyboard
7. Create a script
8. Rent equipment from the campus media center
9. Film
10. Edit the film

Framework

A vast majority of the population is no longer working in the agricultural industry. Of the nearly 19,000,000 people in the labor force in California, a little over 16,000,000 are all working in non-farm jobs (Western, 2015). This means agricultural literacy is lacking and has been since the 1980s (Russell, 1993). If people knew more about the food and fiber system, they would be able to connect more to human health and nutrition, environmental health, as well as understand economic and social aspects better (Council, 1988). One way to help enhance agricultural literacy is to focus on the youth of society. Since it is not very feasible to bring students out to the farm on a daily occasion, an alternative in person education would be to incorporate agriculture in daily instruction. This gives the students a real-world example or even hands on experience (Council, 1988).

The technique of using videos in the classroom is helpful for different types of learning because both sides of the brain are triggered. The left side focuses on plot and dialogue, while the right side focuses more on images and sound effects (Berk, 2009, p.3). Watching videos creates interest and focus, allows for a better connection and understanding, helps with imagination and creativity, and decreases anxiety and tension all while making learning enjoyable (Berk, 2009). The music in the videos pulls at emotions creating reactions, while the visuals help communicate and allow students to reach a deeper understanding of the material (Berk, 2009).

iMovie is a software program used to edit and finalize video footage. It can accomplish a variety of tasks that help with the appeal of the video such as audio, font, clipping the video, and creating interesting transitions (Pogue, 2014).

Results & Findings

The difficulty behind the project was not having as much experience with videography in the first place. It might have been a good idea to hire a video editor to help create the vision and perform the necessary editing needed for that vision. Another difficulty was working with animals. It takes time to wait for goats to go up to the water bucket to drink some water. Goats cannot just be forced to drink water when they do not want to. Allowing goats to be animals and not forcing them to participate in normal animal tendencies when wanted, added time and patience to the video. This also meant that the video did not turn out exactly as planned because some animal tendencies could not be caught on camera. However, other tendencies that were not thought of or planned beforehand were able to make it into the video.

As a result of this project visit the following URL for the completed video: <https://m.youtube.com/watch?v=BzsNBQBHDzU>.

Discussion

Ideas for benefiting the project even more in the future include talking with producers or people involved in the children's television show industry. This way the author could have asked more questions about the best way to approach the storyboarding, filming, and editing processes. Even without talking to those people, the objectives were met and the focus of the video remained. The costs involved were minimal due to the equipment being rented, and the goats were local so the only costs involved were for fuel. This project could progress into the future by creating other types of agricultural videos, either about livestock or crops, to expand the children's knowledge. Other videos could also be produced to reach a wider variety of audiences.

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