



VIDEO TIPS

These recommendations have been established so that your video or web conference will look professional, help mitigate stress and ensure that you have the best experience possible.

1. Find a quiet, well-lit location

The first part of a good quality video or web-conference is finding a location where there will be minimal or no interruptions. This area should be quiet, with little chance of there being a lot of background noise. It should also be well lit, either by a window or a nice bright light. This will ensure that participants will be able to see your face clearly.

2. Be aware of how your camera and microphone are positioned

- Make sure that you are not sitting right in front of your light source. Position your laptop or web camera so that the light source is behind it. You should be sitting in the light. Make sure that you are not sitting too close or too far away. Your face should look natural on the screen. Too close and you will be too bright, too far away and you will be in the shadows.
- Your microphone should be positioned so that it is pointed at you and is fairly close so that you can be heard clearly. You want your mic as close as you can get it, so it doesn't pick up a lot of unwanted noise.
- Position your camera so that it is roughly at the same height as your eyes. If you are using a laptop raise it up so the screen is basically at the same level as your face. Your head and part of your shoulders and chest should be in the shot. Do not position the camera in a way that is showing just your head and neck and you are looking down into your device. One tip is to look at your camera when you are talking, rather than looking at your screen, this helps viewers feel as if you are speaking directly to them.

3. Keep your environment simple

Try to keep your background as basic and as clutter free as possible. There can be a few things behind you, but too much and it will detract from the main focus, you. Also be sure to sit in a comfortable chair, this will help minimize the need to shift and keep you on camera.

4. Dress like you would for a conference

You don't need to wear your fanciest suit, but dress professionally. Avoid small prints such as pin stripes, checks and tiny polka dots. At times those prints can make a screen "dance" and be distracting for views.

Avoid pure white or black. Depending on the background, you could blend into it or make it difficult for the camera to focus on you. If you tend to have a shiny face or forehead, a light layer of powder can help minimize it.

5. Minimize distractions

Another key to having a professional video is to turn off all email, text, and phone notifications before beginning. A simple trick is to put your phone on Airplane mode. If you are in a room that can be closed off, do so. A note can be hung outside stating that you are recording and that there should be no disruptions for the next hour.



6. Make eye-contact and smile

Remember to make eye-contact, looking at the camera lens will ensure your viewers feel like you're talking directly with them. Learning is fun, so remember to smile.

7. Practice!

Have a trial run or two beforehand so you know you'll look and sound great. Being prepared will make you more comfortable and that much more enjoyable to watch.