



ON-CAMERA PREPARATION

1. If using a laptop, be sure your computer is sufficiently powered.
2. It's best if you can have your ethernet (high speed internet) cable plugged directly into your computer from the router
3. Close any unnecessary applications on your computer.
4. Ensure your telephone, TV, radio is muted or turned off.
5. Make sure the area around you is neat and uncluttered.
6. Be aware of your background and wear a bright color.
7. Natural lighting is ideal or use a bright room. The light is best when it's coming from the side... not from above or behind you.
8. Look directly into the camera when speaking. The camera needs to be at your eye level. (Important!)
9. Make sure the top of your head is slightly below the top of the frame.
10. Wear solid colors on-camera. Avoid wearing white. Wear clothing that makes you feel comfortable and reflects your professionalism.

Tips In Videotaping Others

1. Hold the Phone or Camera HORIZONTALLY!

- Video Screens are Horizontal, Humans see the world horizontally.
- There are some exceptions. Sometimes the design calls for verticals.

2. Get Close to the Subject. (Chest up, but not too close)

- Closer phone or camera **Improves Sound Quality** and Reduces extraneous background noise.
- Have someone hold the camera/phone, or use a tripod if possible.
- Use a Microphone when possible.

3. Sun or indoor light should shine on the front or side of the subject.

- Subject's **Face** should be the **Brightest** part of the image.

4. Center the subject.

5. Find a Good Background.

- Avoid overly bright backgrounds, sunny windows, etc.
- Avoid Messy, Ugly, or Noisy backgrounds.
- Avoid putting the subject's back against or too close to a wall.
- Avoid mirrors.