

Recording Best Practices

Creative: Lighting & Video Positioning

- Place the camera at eye level. For laptop users this may mean elevating the computer by industry standard of utilizing a stack of books, stool or other improvised stands.
- The largest source of lighting should be in front of you and **behind the camera**, pointing towards your face - not behind you.



- Avoid direct overhead lights that cast shadows on your face.
- Find even lighting that's consistent across your face in color and intensity- and try to ensure your face is brighter than the background of your image.
- You don't need to center yourself precisely but avoid putting your face on either the extreme left or right of the frame.
- Try to fill the frame vertically. Don't leave much empty space above your head.
- Select a background that is clean, professional, and clear of clutter. **Ensure clear audio**
- Wear an external microphone, earbuds or a headset to avoid echoing audio or "feedback"
- Use a quiet space that doesn't have HVAC noise, whirring computer fans or open windows that let in street sounds. In general, having rugs and soft fabrics around is good - hard surfaces like concrete or hardwood less so.
- If you experience echoing or feedback, lower the computer speaker volume if possible.

If you do not have access to a web/computer camera:

iPhone / iPad/ Smartphone - please film in horizontal (i.e. landscape) mode using the Camera app and a tripod if available



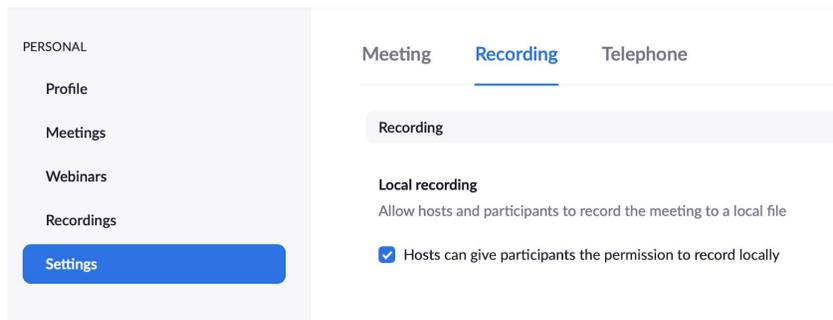
Platform: Recommendations & Set Up

Zoom *Top Recommendation*

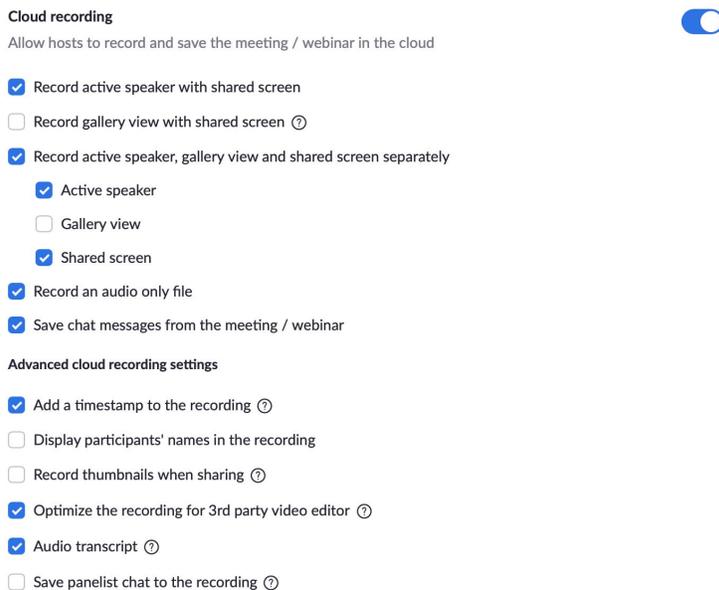
We like utilizing zoom for it's post editing features and stability of the video

Quick Tips for the Best Result

- Make sure you have the latest version of Zoom downloaded
- In your profile > Go to Settings > Select Recording Tab



- Select the following options under cloud recordings



- Active Speaker vs Gallery View
 - Active Speaker is for a single presenter
 - Gallery view is for a panel
- Make sure you turn off display participants name so it does not show up in your recording

Other Platforms Options

MAC - Use the [Photobooth application](#) in Video mode

Windows 10 - Use the [Camera app](#) in Video mode