

# At-Home Video Set-Up Best Practices

## ▶ LIGHTING

Light yourself as best possible. For example, sit directly in front of a window facing the window and turn on additional lights if necessary. Never put the window/light source behind you.



✗ Lighting behind you



✗ Too far away from light source



✓ Just right!

## ▶ CAMERA PLACEMENT

Your smart phone should always be landscape (not horizontal). Place your camera at eye level. Use a stand or a handful of books to raise your camera. Prop the camera so it's not tilted. You should not see any part of your ceiling in the background. Position yourself so you're centered in the frame and seen from the shoulders up.



✗ Wrong orientation



✗ Camera too low and angled up



✓ Just right!

## ▶ FRAMING

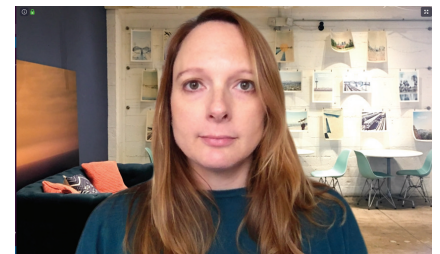
Sit up straight facing the camera and frame yourself so your eyes are one third from the top. Center yourself.



✗ Too small in the frame and off center



✗ Too low in the frame



✓ Just right!

## ▶ EYE LINE

Look directly into the camera (not yourself or your computer) so you are giving direct eye contact to the audience.



✗ Eye line to low



✓ Just right!

## ▶ CLOTHING

- Most clothing is fine. Best choice is neutral colors.
- Avoid pinstripes and checks which can cause a distracting moire pattern.
- Avoid bright white and deep black, many cameras have auto exposure, and this will make you or your surroundings either darker or too bright.

## ▶ AUDIO

- Be mindful of ambient or "white" noise humming from HVAC, fans, etc.
- Places with carpeting and low ceilings help dampen echos. Avoid rooms with a lot of tile and empty space. You can buffer yourself with blankets and pillows just off camera to dampen any echo.

## ▶ BACKGROUND

- Background should be simple, natural, and free from distracting elements.
- Have a good distance between you and your background. For example, don't be right up against a wall, put at least a few feet between you and your background. If you are more in the center of a room this will allow the background to be softer.
- Watch for reflections in glass and/or reflective surfaces behind you.

## ▶ EXAMPLES

