

It may be convenient to record your video or message from the comfort of your home office, **but before you do that, here are a few things you should consider :**



TO START

**Avoid Portrait mode
shoot in Landscape mode**

PORTRAIT



LANDSCAPE



THE LIGHTING

There are three critical guidelines for lighting.

Rule #1. The main source of light should come behind the camera. Avoid having a light behind you, as it obscures the details of your face.

If there is a window behind your seat, and no other location “works,” you shouldn’t have to re-arrange your office. Instead angle your body away from the window. In fact, having a window on the side of your face can make for a great “fill” light. It fills in the slight shadow that may be noticeable after you do Rule #2!

Rule #2. Have a light in front of you, preferably off to the side at about a 45-degree angle so the light won’t reflect off your glasses (if you wear them).

Rule #3. See how you’ll look on video before you’re “live” on camera. Get in position in front of your computer/ iPad / phone camera and test it to make sure you look your best.



THE SOUND

Speak up. Speak clearly. And don’t record your video in the proximity of other people or noisy distractions (television, kitchen sounds, blowing air conditioner, etc.).



THE BACKGROUND

Keep your background simple and avoid having anything behind you that you wouldn’t have in your office, such as dirty clothes or other clutter.



THE ROOM ITSELF

One of the best locations in a home for video calls is the living room because it’s often larger than your office. The depth you’ll have behind you will look better than if you use a shallow space. Living rooms also tend to have better light.



AND FINALLY...

YOU!

What to wear...

Pick something that makes you feel comfortable and professional. A few things to avoid: White or green tops or anything with an intricate pattern, such as herringbone or houndstooth. Hats, since they can cause shadows that hide your face.

**The message is important but the delivery is all about you.
What better moment to put your best face forward.**