



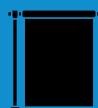
# Virtual On-Camera Tips



**Sound:** Sound is the most important element. People are more forgiving of bad video than they are of bad sound. Avoid speaker phone. Use a microphone such as Yeti Blue Nano. The mic should be 6" from your mouth.



**Lighting:** Use external light or lights. A light source that is right in front of you is most flattering. Three lights, one in front the other two at 45 degrees can provide good coverage. Choose LEDs or a daylight balanced light .



**Background:** Find a simple background that is not distracting. Neutral colors work well. Green screen can be extremely problematic and will limit your movements.



**Wardrobe:** Your wardrobe has to not only match your personal brand, it has to work with the peculiarities of video. Tight patterns such as checks or houndstooth can vibrate.



**Shot Frame:** Center yourself on the screen. Fill as much of the screen as you can with your head and upper torso. Be careful to not be looking down or up at the camera. Your eyes should be level with your camera lens. It is best to stay relatively still.



**Eye Contact:** Test to see where you need to be looking so that it appears that you are making eye contact with your audience. It makes it look more natural if you don't just stare.



**Camera:** Using an external camera will provide you the ability to zoom in, correct for lighting, and have a sharper image quality. Phones can be used as a camera as well if you have the correct software.



**Teleprompter:** If you need help remembering what you want to say consider a DIY Teleprompter. Take an index card and place a hole in the middle. Write you notes on it and place it over your camera lens. You can also use sticky notes pasted on the screen.



**Posture:** Good posture is as important virtually as it is in a live setting. Sit with your feet flat on the ground, your knees at 90 degrees and imagine a string at the top of your head pulling you up. Good posture will have an added benefit of making your voice sound more powerful.

# Video Tools

## 1 Microphone

Nano Blue Yeti

## 2 Camera

Logitec C920

Iphone + Tripod

Software: <https://reincubate.com/Camo>

Center Cam ([Indiegogo.com](#))

## 3 Lighting

Elgato Key Light

Lume Cube

[Neewer-Photography-Lighting-3200K-5600K-Bi-Color](#)

## 4 Backdrop

Kate Collapsible Backdrop 5x6

Anyvoo

## 5 Software tools

Camtasia (recording demos)

Big-Vu (Teleprompter)

Web Cam Settings Control (for Mac or PC)

OBS For use if you want to do video effects.

Mmhmm (<https://www.mmhmm.app/>)

Krisp ([Krisp.ai](https://krisp.ai)) Remove background noise

# Video Tools

## 6 Tools

**Powerbx Zapp Pad** (Zoom Switching Tool)

**Elgato Stream Deck** (Switching tools for OBS or Mmmhmm)

**Okiocam Overhead camera**

**Roost** (<https://www.therooststand.com/>)

**Tiny Tower Laptop stand** Lap top holder

## 7 Graphics and Powerpoint

Free icons and photos:

<https://thenounproject.com/>

Pixabay

<https://www.slideshare.net/MattHunter/how-to-present-data-in-powerpoint>

Testing for people with different visual profiles

IOS: <https://apps.apple.com/gb/app/chromatic-vision-simulator/id389310222>

Android: <https://play.google.com/store/apps/details?id=asada0.android.cvsimulator>

## 8 Books

**Data Story** Nancy Duarte

**Slide:ology** Nancy Duarte

**Story Telling with Data** Cole Nussbaumer Knaflic

**Presentation Zen** Garr Reynolds

**Strategic Story Telling: How to Create Persuasive Business Presentations** Dave McKinsey

**Brain Rules** John Medina

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