On-Camera Tips

Preparing for the Video
- If shooting in the studio, visit the studio in advance to get a feel for it.
- Let your personality shine, and don't worry about perfection. The more comfortable you are the more engaged the viewer will be.
- If you make a mistake or mess up, don't stop; just plan to keep going.
- Practice what you are going to say on-camera. You will find that it gets easier and more natural sounding as you rehearse.

Preparing your video content
- Prepare for the video shoot by using talking points, a script, or PowerPoint.
- Keep sentences short and to the point.
- Key messages should be easily identifiable and minimal. A video with too many messages can become confusing. No more than one key message should be presented at a time.
- Avoid using audible filler words (e.g." like", "um", "so", and "you know").
- Maintain good posture and eye contact with the camera. Be aware of your body language. Talking hands should emphasize points of discussion, but not too much.
- If you have a script, outline, or PowerPoint:
    - Provide a file the day before your shoot, if you are using a teleprompter.
    - Practice your script/presentation <u>out loud</u>.

What to Wear
- Solid, bold colors work best. Stripes or checks or small tight patterns can interfere with the camera and should be avoided.
- Consider your background to avoid blending in with it.
- Do not wear green if you are working in front of a green screen.

Self-recording
- Be aware of what is behind you or the subject, as it might be distracting or inappropriate.
- Work to establish a connection with your audience. Remember that you are speaking to a person via the camera lens. Using a tone similar to a one-on one conversation will help establish a connection with the viewer. Versus, speaking to a large audience as if you were presenting to a lecture hall.
- Recording beginning and end:
    - Before speaking look directly into the camera, pause for a beat then start speaking.

- At the end of your recording look directly into the camera for a second or two when you are done speaking, before looking away.
- Record in short takes and splice them together:
  - iMovie, Camtasia, Panopto, or other video editing software are very easy to use.
  - Choreograph the narration with the slides.
- Ensure the lighting is good:
  - Avoid shadows.
  - Ensure your workspace (if on camera) is bright and evenly lit.
  - Do not sit with a window or with a light source behind you.
- Audio quality:
  - Do not shoot in a loud/noisy area.
  - Use an external microphone (if possible).