

Video Recording Guidelines



SETTING UP



Universal Cell-Phone Tripod



Universal Laptop Riser

SET-UP

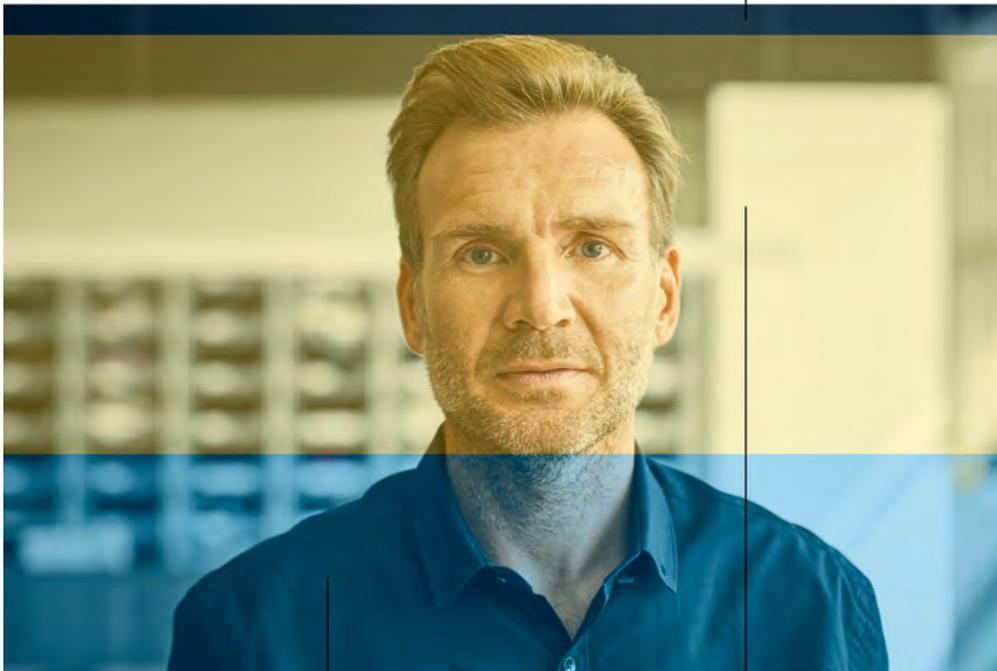
- Videos should always be shot in landscape mode (horizontal), not portrait mode (vertical)
- You should use a tripod for phones or a riser for computers
- Set the camera at eye level

TIPS

- Know where the camera is located and maintain eye contact throughout your recording
- Your background should be clear of clutter, other company logos, propaganda, etc

SUBJECT POSITION

Subject's Head Space



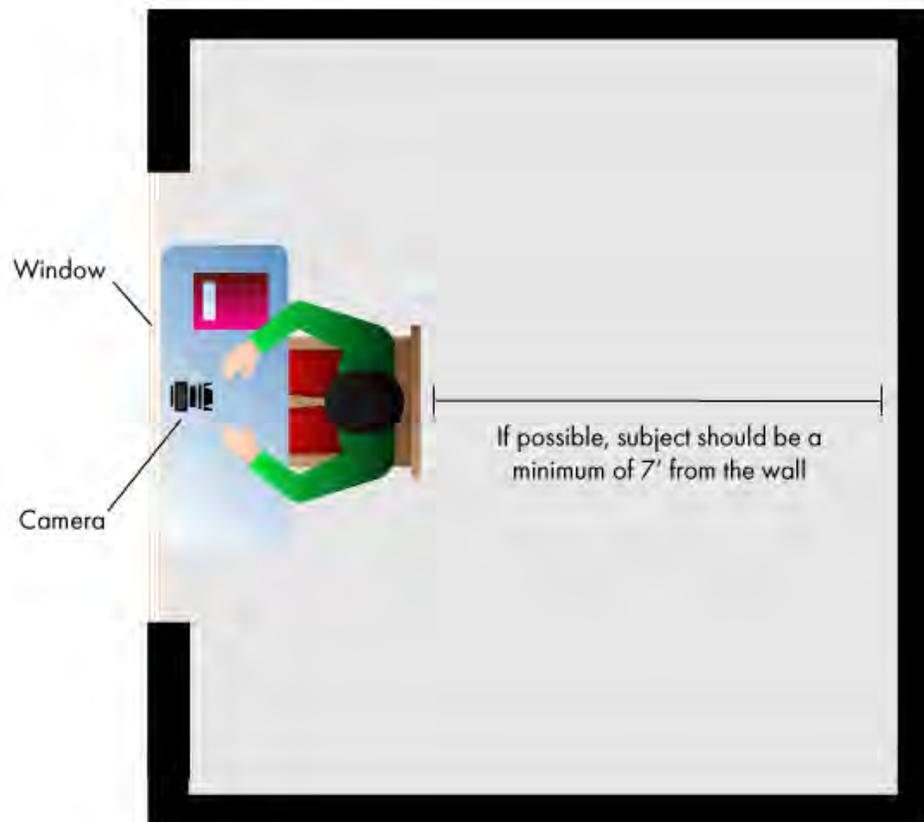
Subject's Bust Space

Subject's Facial Space

CORRECT POSITIONING

- Center yourself within the frame
- Position your eyes at the top third of the frame, leaving a few inches of headspace
- The bottom of the frame should cut off mid-chest
- Make sure the camera is at eye level. Do not look up or down at the camera

CAMERA POSITION



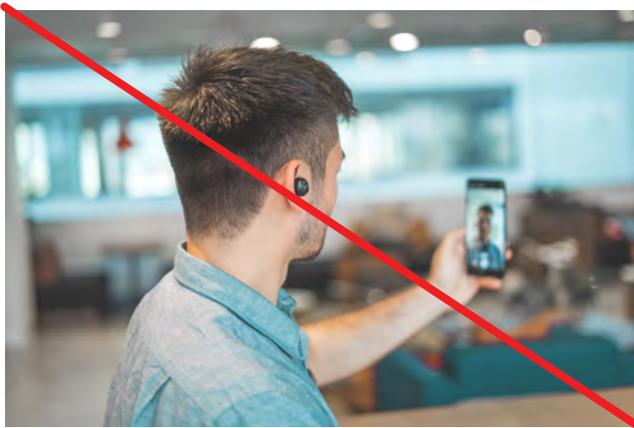
Good example of proper spacing

CAMERA PLACEMENT

- Sit 2-4 feet away from your camera
- If possible, leave 7 feet of distance between you and your background
 - This creates a background blur with the subject in focus

CAMERA POSITION

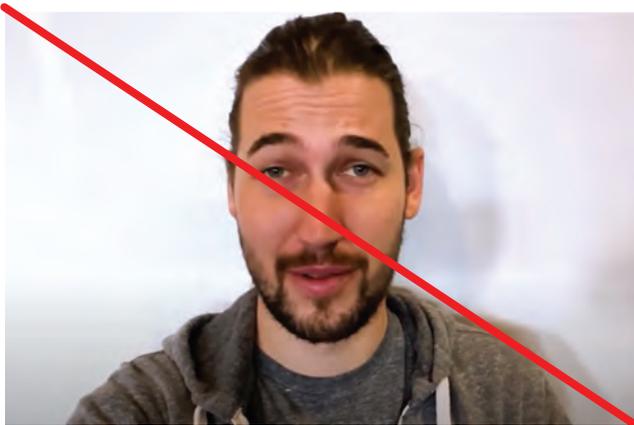
IMPROPER VIDEO COMPOSITIONS



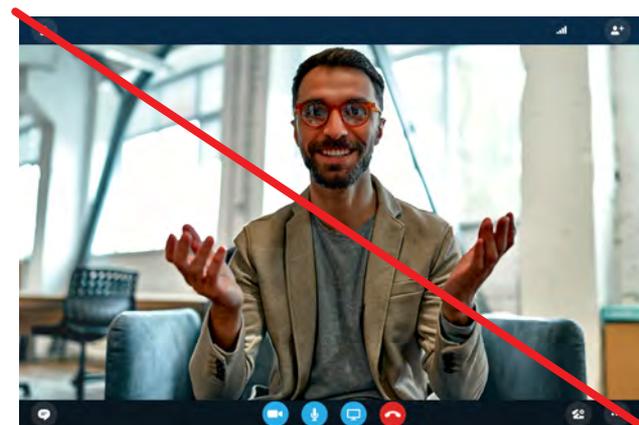
Is using portrait view (selfie style) and no tripod



Background is cluttered/distracting



Head is cut off, too close to background (blurry)



Background too light, not enough light on the face

LIGHTING



Good example of proper light source and camera position

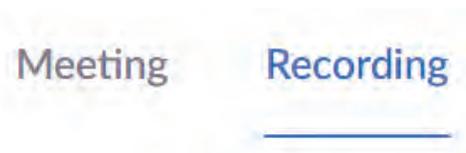
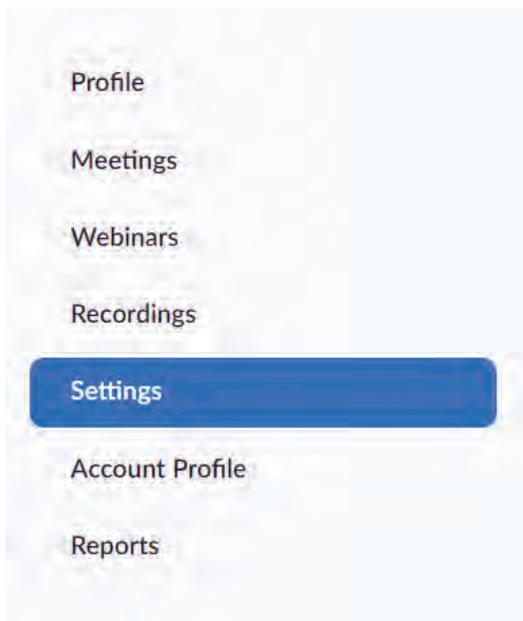


Good example of proper light source and spacing

CORRECT LIGHTING COMPOSITION

- Make sure your light source (window, light, etc) is in front of you, not behind you
- If possible, record during the day using natural light (window)
- Make sure no windows or bright lights in the background distract the view from you
- Create depth by sitting 7 feet away from your background, if possible

ZOOM SETTINGS



Advanced cloud recording settings

- Add a timestamp to the recording ?
- Display participants' names in the recording

CLEAN ZOOM RECORDINGS

Please record your video without your name and time stamped on the recording:

- Host account (meeting creator) log in to Zoom
- On the left, select the "Settings" tab
- Near the top, select the "Record" tab
- Navigate down to "Advanced Cloud Recording" settings

Tick off:

- "Add timestamp to recording"
- "Display participant's name in recording"

Save settings



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