



AusACPDM/IAACD2022
1–5 March 2022 | Melbourne Australia
BETTER TOGETHER



FRAMING AND LIGHTING TIPS AND TRICKS

To ensure we have consistent and quality videos for Better Together 2022 we ask that you follow the below framing, lighting and audio tips to ensure that you look and sound clear in your presentation.

Simplify the background

The focus should be on you, not what's going on behind you, so keep the background as uncluttered as possible. Avoid messy bedrooms, bookshelves or walls with lots of paintings or posters, where you can't avoid them, make sure they are neat and tidy. Ideally choose a clean, bright wall, or a minimally cluttered/ tidied space for recording.

Examples of unsuitable backgrounds:



Examples of suitable backgrounds:



Clear audio

Go to a quiet and private room, preferably a small room which will avoid an echo. Ensure that there is minimal background noise and that you will not be disturbed. Try to speak clearly and not too quickly. If you find your voice is clearer using a headset with microphone then you may use this.



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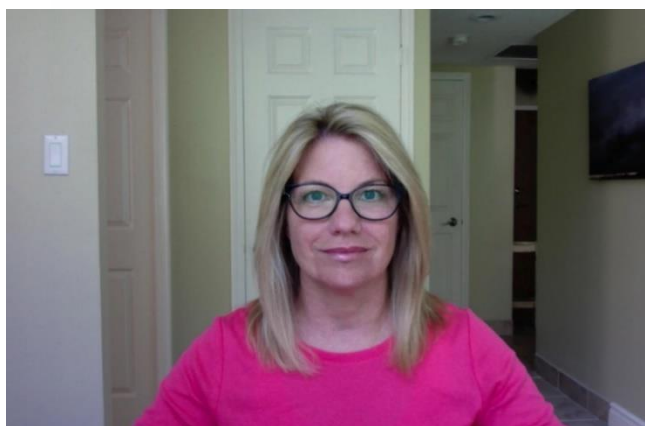
Frame yourself up

Try your best to frame yourself in the picture, centred and at a reasonable distance to the camera, for example, as shown below in the well-framed picture.

Here are common mistakes seen in self-recorded videos, along with some simple fixes for making your videos look professional:

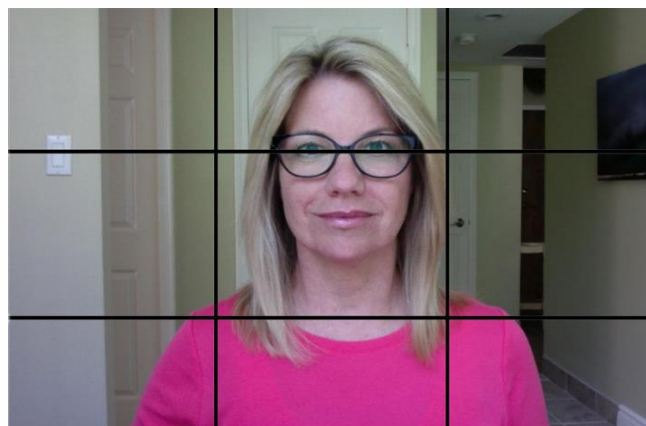
Use a Little Less Head Room - When most people sit down in front of a webcam, they position themselves so that their head is in the middle of the screen, but this is **not** ideal.

Don't



There is too much empty space above this woman's head.

Do



Here is a guide to getting the right amount of head room.

Camera Distance - This type of 'head-and-shoulders' shot is best for communication. Any further away, and you start to lose that personal contact. And if you move too close to the camera, it gets uncomfortable for the viewer.



Too Far



Just Right



Too Close



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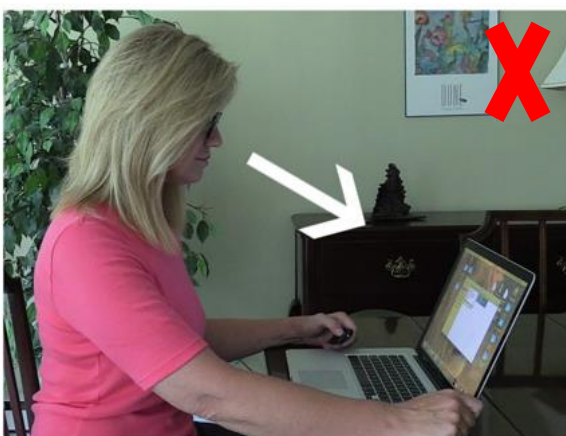
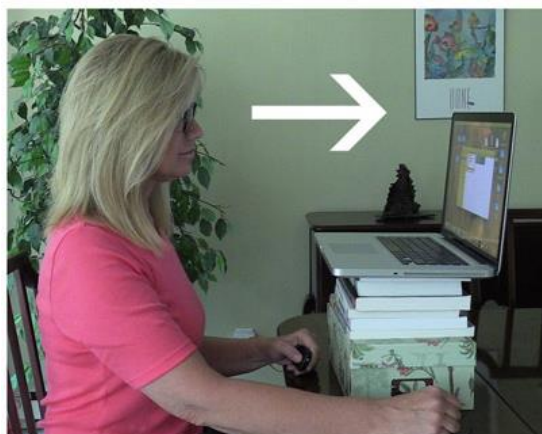


Raise the camera up to eye level

Ensure that the camera is raised up to your eye level, or better still even slightly above. If you need to, either try stacking a few books underneath your camera set-up, or lowering your chair.

Low camera angles are not flattering and they can make your face look jowly and distorted. If the camera is slightly above your eyes you will lose any potential 'double-chin' or 'up the nose' shots.

Below is an example of how to raise your device to eyelevel to get the perfect shot;





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Light your face

If the light is brighter behind you, you will become back-lit and your face will be in shadow.

If possible, position yourself so you are facing a window to take advantage of the natural light coming in, or set up an additional light source in front of you to make sure you are well lit.

