

Designing Virtual Zoom Backgrounds

1. Introduction

1.1 Overview

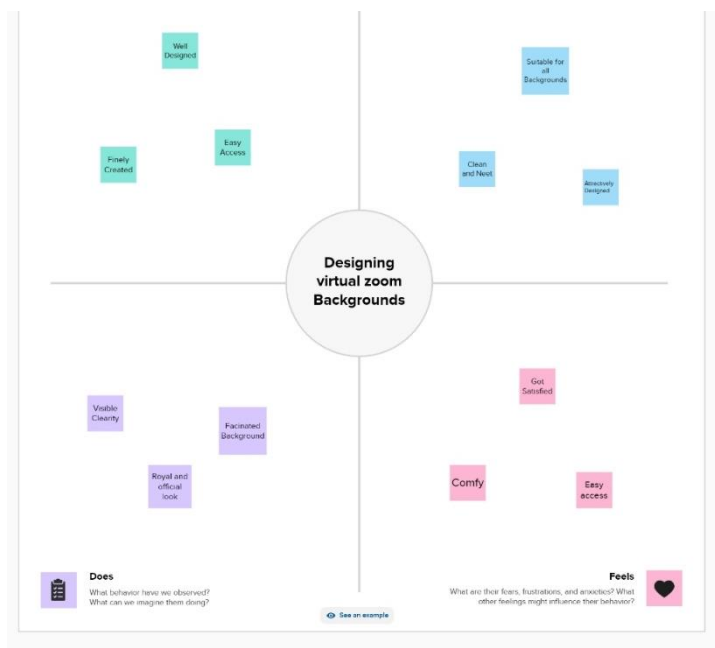
A virtual background allows you to display an image as your background instead of whatever is naturally behind you. You can even use photographs of nicely decorated office space as your virtual background and then improve it by adding a touch of your brand identity.

1.2 Purpose

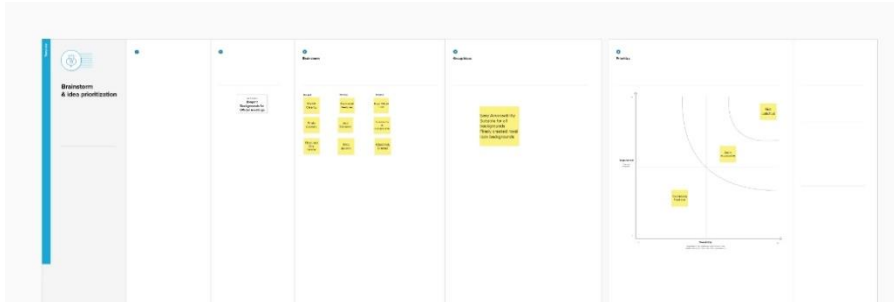
The background creates the context; it imbues the elements with an atmosphere. The cast shadow on the wall, the repetition of a pattern- every subtle element is crucial to the effect. Backgrounds enhance and inform the main subjects and characters. Backgrounds don't have to be complicated to be effective.

2. Problem Definition and Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



3. Result



4. Advantages & Disadvantages

4.1 Advantages

- * Conceal your Personal Office /work space.
- * Allows you to display an image as your background.
- * Creating a consistent look and feel for the business and brand.
- * Avoiding any distracting or embarrassing “Behind scenes”.

4.2 Disadvantages

- * They are not always reliable.
- * Not perfect to look at all the times.
- * Sometimes they don't look good due to tech lag and issues.
- * Sometimes they don't work well with your computer.

5. Applications

- * Showing your brand especially can be beneficial when you are on a meeting or webinar with many participants.
- * A brand zoom virtual background does not need to consist of just your logo and brand colours.
- * Create zoom backgrounds at a resolution of 1920 pixels wide by 1080 pixels high.

6. Conclusion

A blurred background is a great way to make a professional impression during a video call. It shows you are serious about the meeting and willing to invest in the right technology.

7. Future Scope

- * A virtual background can lessen pressure on you by providing a professional and neutral background.
- * The visuals of a virtual background can say a lot without having to say anything.
- * It can create a great punch line to set the mood.

