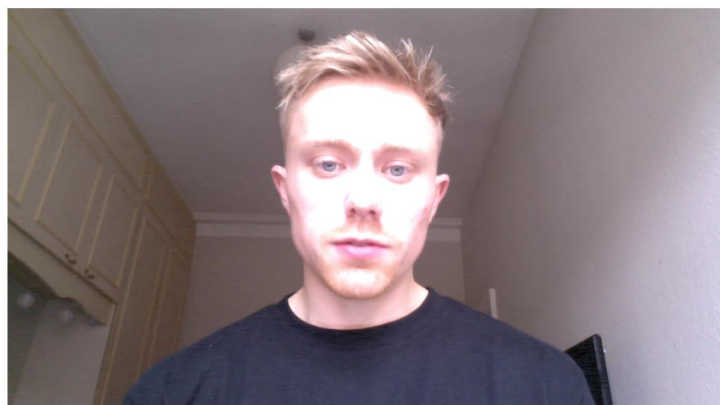




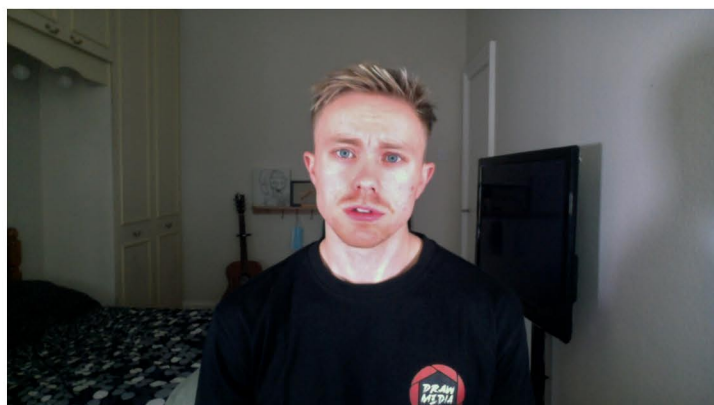
HOW TO IMPROVE YOUR VIDEO CALLS

IN JUST A FEW EASY STEPS

- 1 INTRODUCTION
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- 3 LIGHTING
- 4 SOUND
- 5 APPEARANCE
- 6 MORE INFO



BEFORE



AFTER

INTRODUCTION

Whether you're holding large video conferences, pitching to a potential client, teaching a lecture or you just want to look good on your Friday night Zoom quiz, then welcome to the package for you.

Appearance matters, first impressions matter, we all know that. So, why slack when it comes to online video calls?

In this short booklet, I will show you some tips and tricks that I have learnt over years of experiences as a professional photographer and videographer. Using these tips in my own video calls with clients has helped me land jobs by simply looking the part alone. The best part? You can do all these steps from the comfort of your own home.

I will go through budget options and options for those looking to go the extra mile, so everyone can improve their video calls today.

POSITIONING

STEP ONE

MOVE YOUR CAMERA TO EYE LEVEL

A down up angle is not a flattering look for anyone... unless, of course, you're a villain in a film.

So, empty your desk bin, grab a stack of books or find anything you can to raise your device until the camera is directly in line with your eyes. Not only is this a much more natural and flattering position, but your neck and spine will thank you down the line.

If you want to make this a permanent fix that you don't have to set up again each time you want to read one of your books, take a look at the options below for an adjustable stand for your laptop or desktop.

Adjustable Laptop Stand:
<https://amzn.to/36k3ky4>

Adjustable Desktop Stand:
<https://amzn.to/3p5NQq1>

LIGHTING

STEP TWO ADJUST POSITION AND SOFTEN LIGHTING

Lighting is the most overlooked component for most beginner and amateur photographers and filmmakers.

The basics of lighting:

The most common lighting set up used to light people is called the 3 point set up, consisting of 3 lights.

Light 1. The Key Light

The strongest light placed 45 degrees either side of the subject.



Light 2. The Fill Light

Less bright than the key light, this is placed 45 degrees to the other side of the subject to fill in the shadows on the side of the face.

Light 3. The Back Light

Not always essential but it is placed behind the subject to separate the subject from the background.

LIGHTING

Although it is great to consider the 3 point lighting when setting up for your video call, it may be a bit daunting, especially if you don't have much time.

The most important thing is to make sure the strongest light source is in front of you directed at your face and not behind you.

Your webcam will sense the brightest light source in the shot, so if you have a big bright window behind you, your face will become nothing but a shadow.

If this is the case, close the curtains and use a desk light as your main light source, or turn and face the window using the natural light as your main light source.

However, note that on a bright day or with a bright bulb your face may become overexposed. In this case you want to 'diffuse' and 'soften' the light using your curtains or taping some paper over your lamp or turning it around to bounce the light off your wall.

These little tricks will create a much softer and flattering light source on your face.

SOUND

STEP THREE AVOID THE BUILT IN MICROPHONE

Sound is a tricky one and unfortunately you get what you pay for with improving your sound. However, a good start is to avoid using your devices built in microphone at all costs.

Most smartphones come with earphones that have a mic built in or you can pick a pair up for a reasonable price.

But, if you want to go to the next level there are some great external microphones that you simply plug in to your USB and work a dream.

Here's two Mics I have used that have never let me down and I've received numerous compliments over.

Blue Yeti - <https://amzn.to/3elbVyn>

Blue Snowball - <https://amzn.to/32IUM8M>

Bonus Tip: If you have any background noise, try getting into the habit of muting yourself when you're not speaking for prolonged periods of time.

APPEARANCE

STEP FOUR THE CHERRY ON TOP

This should go without saying really, but you'd be surprised how many times I've seen this step missed.

You've done the hard part, you've got your new set up, now get on your webcam before your call and look at the background of your shot. Does it portray the image you are going for?

Spend some time tidying it up and positioning certain things in certain places that help show off your character and personality.

This is something that is so subconscious, you've probably never even thought about it.

In films it is literally someone's job to design every single scene in a film. Every little detail in a shot is there for a reason and is there to manipulate your thoughts in a certain way.

Bonus Tip: If you can, wear a white shirt! Your webcam automatically colours your entire shot from the white it detects (known as white balance). Give it a helping hand with a white shirt and it will produce much more accurate and pleasing skin tones.

AND THERE YOU GO

Now you've got the basics.

However, there is so much more specific information we could go into, but the aim of this booklet was a quick fix that you can flick through.

If you would like a one to one consultation with me over a video call in which I will look at your personal space and advise you how to improve the quality of your video calls please email me at

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