



presenting

live

A guide for presenters when hosting online live events including general tips on technique, presentation, lighting, sound and framing.



general advice

- ✓ Ensure your camera is positioned in landscape orientation.
- ✓ If you are using a phone or camera, Use a tripod if you have one or lean on a bookshelf/windowsill/ against some books, try to avoid movement whilst doing handheld interviews or talking head videos as it can be distracting.
- ✓ Stay a consistent distance from the phone/camera so you don't change focus.
- ✓ Try to stay still so you stay within your frame.
- ✓ Don't use the camera zoom function if filming on a phone as it lowers the quality – if you are too far away, move closer to get in the frame.
- ✓ Speak clearly and use variety in your voice (fast/slow, loud/soft).
- ✓ Do not rush.
- ✓ Place the camera at head height so that you do not have to look down or upwards.
- ✓ Hi-res graphics will make a presentation slow to upload and play – be mindful of this when you create your slides.
- ✓ Remember presentations could be viewed on small screens, so keep this in mind when selecting the layout, spacing, font sizes etc of your slides.
- ✓ Ensure your device is able to auto focus on you, and isn't focussing on anything else when filming.
- ✓ If you need notes to reference, keep these out of shot and have them in large enough font that you can read them from a distance.
- ✓ Do a test recording to ensure you can be seen and heard well before recording the entire presentation.
- ✓ If you put contact details etc in your presentation, people will not be able to click on links, so do not hyperlink buttons, write out the full address.
- ✓ If you are showing videos etc. you may need to change your audio settings (in zoom meetings you need to select 'share computer sound' when you have shared your screen.

lighting



Getting the right lighting is key to producing a good quality video but it doesn't need to be overly complicated - finding the right location before you film is crucial, if you get this right you won't need to worry about it afterwards.

- ✓ Try and have the light source behind or to the side of the phone/camera so you can be seen clearly and light distributed evenly.
- ✓ The best light to shoot in is natural light, whenever possible in the daytime.
- ✓ Avoid fluorescent overhead lighting.
- ✓ Don't sit in front of a window this will backlight (silhouette) you and your viewers won't be able to see your face.
- ✓ Don't shoot in bright sunlight as this can wash you out and if the sun's in your eyes you'll be uncomfortable while you're filming which will show in the video.

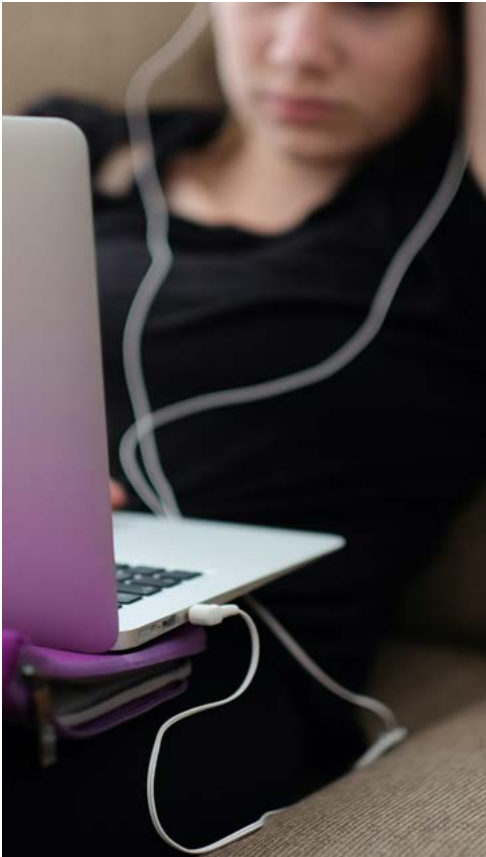
framing/backgrounds



Film somewhere that you are comfortable and somewhere you know you won't be disturbed. Busy backgrounds can be distracting for the viewer.

- ✓ The backdrop is important – people enjoy having a window into people's lives so a decorated wall or bookcase is great, however a plain background also works well. Within Zoom there is also the option to set a picture as a background if you prefer
- ✓ Look directly at the webcam when speaking, not at your screen
- ✓ Use the rule of thirds if in doubt - the rule of thirds is one of the most basic principles of film composition. Imagine that there's a 3-by-3 grid laid over the field you're filming. Instead of placing your subject right in the middle of the shot, you should place your subject along one of the lines of the grid. Phone cameras often have a grid as a built in feature to utilise.

sound



It goes without saying that when you create content to be shared you want to be sure that your audience can understand your message. Sound quality is key to ensuring that your viewers can listen to and appreciate your video content and bad sound quality or background noise can be offputting and distracting.

- ✓ Choose a quiet environment to try and minimise sound distractions – try to mute all alerts etc on your computer e.g. calendar/email reminders, so they don't pop up on your shared screen mid-presentation. Put your mobile phone to silent when recording.
- ✓ Stay close enough to the phone that the microphone will pick up your voice clearly.
- ✓ Turn off any fans/AC that could interfere with the noise.
- ✓ Avoid filming outside in windy conditions as this will be picked up by the mic.