BEST PRACTICES FOR VIDEO CONFERENCING

ACCEPTABLE RECORDING DEVICES:
It is important to have the highest quality video possible, so please choose your device based on the quality of the camera. Any of the devices listed below are suitable:

- Laptops with built-in cameras
- Desktop computers with external webcams and microphones

FRAMING:
The recording device should be placed at eye level. Avoid placing it in a location that requires you to look up or down to see the camera.

Place yourself in the center of the frame and sit approximately three feet from the camera.

LIGHTING:
Sitting in a well-lit area will greatly enhance the quality of the video. If possible, sit near a window and use natural light as the primary light source.

Please refrain from having bright lights or ceiling fans visible in the background as they can be distracting to the viewer.

BACKGROUND:
For Zoom conference calls you can use a virtual background to enhance professionalism, but because of technology restraints we are aware that it’s not always possible. Following the below guidelines will help ensure the videos are as visually professional as possible:

- Add depth to the frame by avoiding sitting with your back up against a wall
- Avoid filming in areas such as the kitchen or your bedroom
- The background should be simple and free of distracting objects/decorations
  - Bookshelves, windows, and furniture are acceptable
  - Personal objects such as family photos should be avoided
ATTIRE:
Please dress as you would when going in to work. Avoid casual t-shirts, pajamas, weekend other casual attire. Wear button down or collared shirts, blouses or other nice tops, cardigans, blazers or other professional attire.

GOOD EXAMPLES:
The frames below have good lighting, the cameras are placed at the subjects’ eye levels, and there is nothing distracting in the background.

BAD EXAMPLES:
The frames below are examples of mistakes commonly made when filming.

• Dark lighting on subject’s face
• Brightest light (window) is behind subject
• Distracting objects in background
• Camera above subject’s eye level

• Camera is below the subject’s eye level
• Attire is too casual

PRESENTATION:
Remember to look directly into the camera when recording, speaking clearly with a steady pace and volume in order to be easily heard.

USING A GREEN SCREEN:
To achieve the virtual background effect using a green screen, please follow the below guidelines to help ensure the best effect possible:

• Please use even lighting for yourself and your green screen with as few shadows as possible
• Avoid large wrinkles or back lighting, as this changes the color appearance of green screen and will alter the virtual background
• Do not wear green clothing