

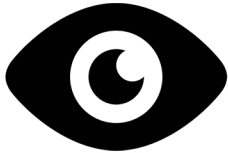
Webcam filming guide

It's not always possible to film people in person, so the next best thing is filming via webcam using a platform like Zoom or Skype. Here's a few tips to get your webcam footage looking and sounding great!



1. Frame your shot

When you're talking on a live stream, framing yourself in the centre of the shot usually looks best. Leave a little bit of space between the top of the shot and your head, but be careful - leaving too much looks odd!



2. Eyeline is important

Ideally, your camera should be at about eye-height. Too low or too high will give your shot a strange look and it's often unflattering! If you need to raise the height of your webcam a little, use a stack of books.



3. Think about lighting

Bad lighting can make your shot look terrible but thankfully it's pretty easy to get it looking good. Firstly, make sure that you're filming in a well-lit environment. Turn lights on and open blinds to let more light in - but don't film with a bright window as your backdrop otherwise you'll be silhouetted. Make sure your face is properly illuminated, if not use a desk lamp to add a bit of extra light.



4. Pay attention to audio

Find a quiet spot to film in without any background noise. Use a microphone to get really good quality audio - the mic built in to the Apple earbuds is a particularly effective option which you might already have available.

Need more advice?

If you need more advice or have any questions we're always happy to help. We can also assist directly with the editing of your video; our services include adding graphics and logos as well as improving the overall quality of your footage and sound.