

Video Presentation and Recording Tips



When you're recording a presentation on video, there are a few important considerations to keep in mind. The following ideas can help you communicate your content most clearly, and make the best impression on your viewers.

	Lighting	Good lighting makes it easier for you to connect with viewers. Facing toward a natural light source like a window is ideal, but using a lamp or room lighting can also work well. Make sure your primary light source is in front of you to avoid being silhouetted. If your light source is too bright or harsh, experiment with ways to soften it—for example, sit at an angle to the light, reposition lamps so they light you indirectly, etc.
	Positioning	Set up your camera so it's level with your eyes—for example, if you're recording on your laptop, place it on a stack of books so you can look directly into the lens without angling your screen. Position the camera far enough away to include your shoulders and some space above your head in the frame. Remember to look into the camera when you're presenting, rather than at yourself, another monitor, etc.
	Sound and Video	For the best sound on your recording, use an external microphone rather than the one that's built into your computer. Try to keep background noise—notifications, ringtones, pets, etc.—to a minimum. If you're using a laptop, make sure it's fully charged or plugged in while you're recording.
	Styling	To avoid visual distractions, make sure your background doesn't feel too cluttered or attention-grabbing. Using a more neutral digital background is another way to make sure your viewers are paying attention to you, and not your surroundings. Similarly, choose simple, professional attire and accessories to minimize unnecessary distractions. (For example, some fabric patterns can appear wavy on camera.)
	Speaking	An easy, conversational tone can help you better connect with your viewers. Try to be relaxed and unhurried in your delivery—don't be afraid to smile or joke a bit if that's comfortable. There's no need to sound overly academic, or to just read from your slides: your viewers want to hear from you, authentically.
	Preparing	It's always a good idea to go over your presentation before you start your final recording. Try different approaches to lighting, positioning, and styling. Check your sound and video equipment. Rehearse your presentation, and adjust for timing, clarity, etc., if needed. That way, you'll feel more comfortable and confident, and you'll give viewers your best.
