10 Steps to Better Video Presence

1. Dress for Success
    a. Solid color shirt/blouse
    b. No patterns.
    c. No white, black or vibrantly bright colored shirts.
    d. Webcams have auto irises and average across the brightness range, so skin tones will look most natural by adhering to this advice


2. Find the Light
    a. Soft filtered light from the front works best (e.g., light with lampshade or window light on overcast day)
    b. Rooms with broad illumination work well also.
    c. Avoid dimly lit areas.
    d. Avoid shooting with window behind you. It will result in turning you into a dark, silhouette-like image.

3. Keep Backgrounds Simple
   a. Avoid clutter. Minimize potential distractions in your background.
   b. A few simple elements or plain background works best.
   c. Think simplicity. You want people focused on you and your content, not various items behind you.
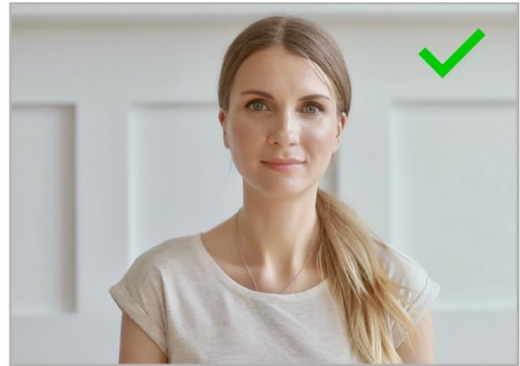
4. Watch your Headroom and your Posture
   a. Tilt your screen or camera until you have just a small bit of empty space above your head.
   b. Be mindful of posture. Don't slouch or lean back.
   c. You can move your head, but keep your torso vertical.

5.   Pay Attention to Camera Placement
    a. The optimal answer for most people is eye level or just below eye
        level.
    b. If you're using a laptop camera use a box or stack of books to get it to
        eye level.
    c. If using an iPad, tablet, or mobile phone, get a small tripod and
        cradle, and keep the phone horizontal.

6.   Look at the Camera When you Speak
    a. It's a hard habit to break, but do not look at the person you're talking
        to or the image of yourself if recording without an audience.
    b. Instead, figure out exactly where the camera is on your device and
        keep your eye contact with the camera.
    c. Put a post-it with a smiley face under the camera on your laptop as a
   friendly reminder.

7. Don't Crowd the Camera
    a. Avoid getting too close to the camera.
    b. Webcams are wide angle cameras and distort objects or faces that get too close.

8. Consider your Demeanor
    a. While there are certainly times where the gravity of the presentation's content does not warrant smiling, being friendly is often a quick and easy way to engage students.
    b. Open and close with a smile and look for opportunities within the presentation to exude warmth and openness.

9. Optimize your Bandwidth
    a. Make sure you close out of all other programs before you start your Zoom session.
    b. If possible, ask others to stay off WiFi and refrain from streaming movies, watching online videos, etc.
    c. If an ethernet connection to your router is close by, then consider plugging directly into it to achieve a more stable connection.
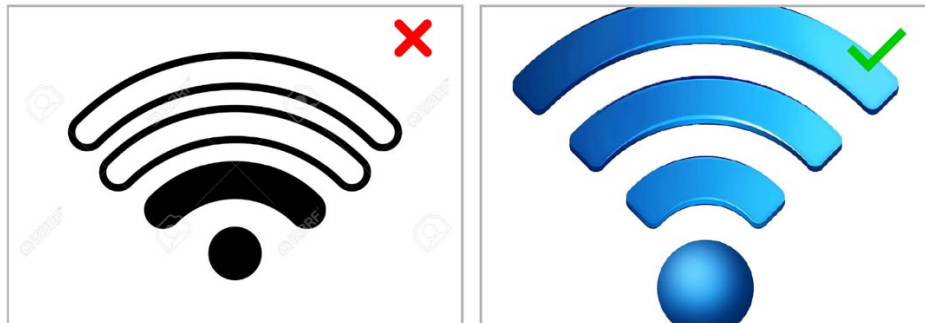
10. Rehearse (but be authentic)
    a. Unless this is a presentation you can do in your sleep, it's best to build in time to prepare.
    b. You may want to think in terms of bullets or a dot-dash, but don't feel like you need to script the whole thing out.
    c. Be yourself.