How to Look Your Best in a Video[[1]](#footnote-1)

Please refer to the checklist below for general guidance on how to best present yourself in a video or recording. You can also check out this video for a quick tutorial: <https://youtu.be/BgUAlw4myrs>

Lighting

* Use natural light from a window to light your face and video frame.
* Make sure the light is in front of your computer screen or camera.
* Make sure that you are not backlit: make sure that there is more light in front of you than behind you.
* Additional option: Position house lights or lamps to complement the natural light or low-light situations.
* Tip! Typically, a more directional light like mobile lamp should be positioned front-left or front-right. Front-center could create shadows or appear too harsh.

Framing

* Position your computer/camera and yourself so that you are eye level with the lens.
* Tip! Use books or boxes to elevate your laptop to eye level.
* Make sure that you are filming videos horizontally (not vertically).
* Center your face in the frame.
* Make sure that there is some head room, but not too much (space between the top of your head and the top of the frame).
* Avoid close-up shots of only your head. Try to include at least your shoulders in the frame – typically sitting 2-3 feet (0.75-1 meter) away from the camera is ideal.
* Place your camera or computer is on a stable surface or tripod. Avoid holding it in your hand.

Background

* Avoid busy or cluttered backgrounds.
* Either pick a background or space that could complement the story or message, such as a bookshelf or desk space, OR go with a neutral background. Better yet, go with a BTE virtual background!
* Make sure there is at least a few feet of space between you and the background behind you; this will give a bit more depth to the video.
* If you are using a branded virtual background, make sure there is enough contrast between you (and what you are wearing) and the background color, but not so much that it’s stark or appears backlit. e.g.:
  + Avoid wearing white on a white backdrop, or dark grey on a dark grey backdrop.
  + Avoid wearing red/orange/yellow on an orange backdrop.
  + Avoid a bright white backdrop if your outfit and lighting is darker (video will appear backlit).
  + Avoid wearing very busy or detailed patterns, such as small stripes.

1. FHI 360 (2020). How to Look Your Best in a Video Meeting (accessed September 11, 2020). [↑](#footnote-ref-1)