

# How To Set-up A Quality Webcam Shot

## by CMIav

Due to the rapid transition of live events moving to a fully digital platform, “setting the look” for our events has only become more important. Just because we don’t have stunning stage-sets and backdrops to help give our events that extra polish, doesn’t mean we still can’t have a nice looking event. As a presenter or panelist, you are likely speaking from your home office or living room, so we wanted to provide a quick cheat-sheet on how to add that little extra bit of shine!

### **Background:**

- Your background should contain some visual interest like a fireplace, bookcase, or plants. Avoid using personal items like children’s pictures in the composition.
- The background of your shot composition should appear darker than the foreground. Avoid windows in your background
- Place a comfortable chair in front of your webcam. The chair should allow you to sit up while remaining comfortable. Avoid low or deep chairs like wingbacks or recliners.

### **Audio:**

- We highly recommend using an external microphone. For example, a pair of Bluetooth earbuds or a wired mic are great options. An external mic, not your laptop or computer mic, will help clean up your audio, and make you sound nice and crisp!

### **Lighting:**

- Foreground light should be even across your face.
- If possible, add a light indirectly behind you (a backlight); this will add dimension to your composition. Place the light high enough to ensure that it does not hit your camera directly. A ceiling light may be sufficient.

### **Camera/Placement:**

- Camera should be placed level with your eyes. This is very important.
- Don’t forget to look at the camera! Try to avoid looking “down” at your screen and the other attendees. Looking forward at your camera helps engage you with your audience more.

### **Additional Information:**

Want some more in-depth details on how to take your webcam set-up from good to great? Check out the links below:

<https://www.cnet.com/how-to/ultimate-webcam-tips-how-to-look-sound-great-online/>

<https://www.videoschoolonline.com/great-webcam-videos/>

<https://manycam.com/blog/look-better-on-video-calls/>

<https://blog.flock.com/6-tips-for-proper-workspace-lighting/>