

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/>