

Three Steps to Setting up for the Livecast or Recording

Step One: Set your Stage

Webcams capture better-looking video when there is a good light source. Choose a spot with light in front of you, **avoid locations with low light or too much backlighting** (don't sit with a window or bright light behind you). Also: avoid areas where people might intrude on the background of your shot.

Please make sure you have a headset with a microphone, or a USB mic and separate headset.

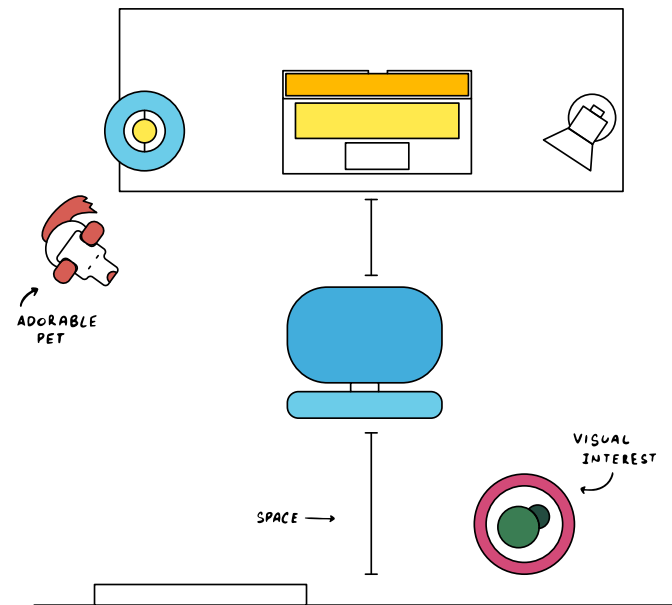


Look your best with these tips:

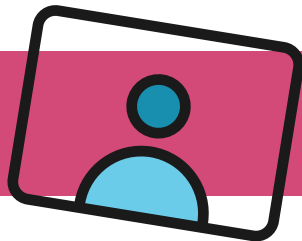
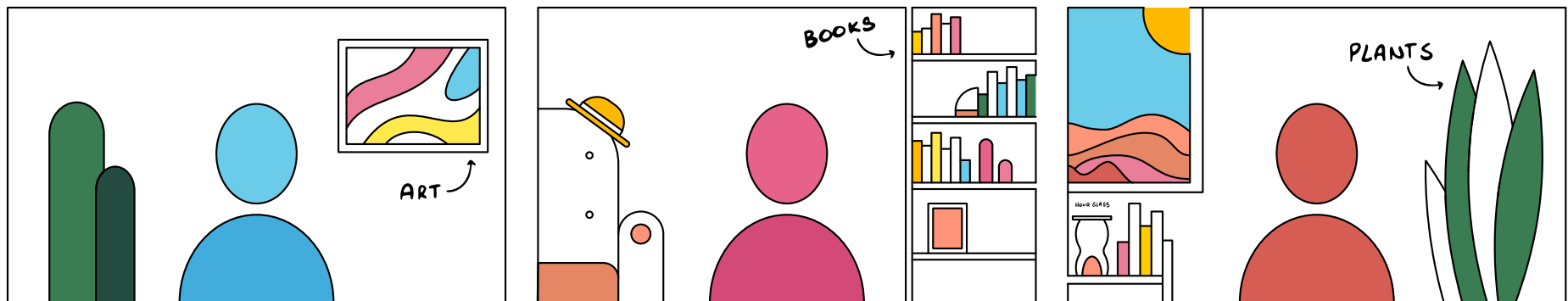
- ✓ **Make sure your camera lens is at or just above eye level** (whether it's a USB webcam or built into a laptop). No higher, no lower.

You've seen those "weird angle" shots on the news. Don't be that person.

- ✓ After your webcam is in place, remember not to sit too close to the camera. In a recent Zogby Analytics survey, 15% of respondents were most turned off by someone sitting too close to the camera on a video call (hearing people eat was only slightly less off-putting).



Here is what your framing should look like:



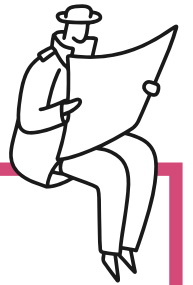
Important: Position your webcam far enough away to capture your shoulders and your entire face with some room to spare.

Do	Please Don't
Find a place close to your WiFi modem or ideally, plug in using an ethernet cable	Set up with a window as a backdrop
Find a quiet place, maybe with a bit of colour or visual interest	Use the speakers on your laptop, you will need a headset with a mic
Use plants, books, objects or angles to make a visually interesting camera shot	Forget to check the objects, titles and photos behind you: do you want to share it with the audience?

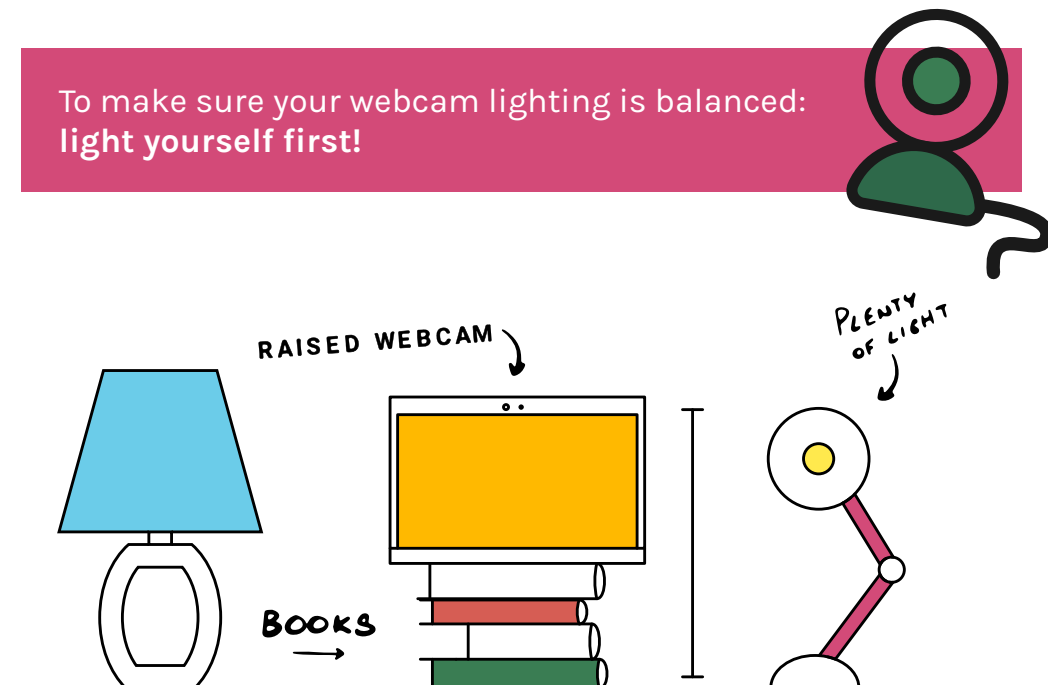
Step Two: Add some lights (or take away some lights)

Use multiple light sources from different angles to balance out your lighting and put your best face forward. Adding - or taking away light - can really help set up your livestream scene.

1. Use what you have handy: floor and table lamps work really well for this part. Ideally, you want to light yourself (again, do this first!) from the front with soft, indirect light.
2. Then minimize other lighting in the room, particularly from windows or light sources behind you.



To make sure your webcam lighting is balanced: light yourself first!



Pro Tips:

- “Daylight” light bulbs offer bright and natural-looking lighting (avoid yellow lampshades.)
- If you don’t have a good forward-facing light source, open up a white image or Word document on your external monitor or laptop and use that as a light source on your face.
- White paper or foam core board can be used as way to bounce light, this is especially helpful for filling in shadows on the face or creating indirect light.

Step Three: test your setup & sound

Once you have your webcam lighting setup ready, be sure to test it before you go live! Open up a tool like Photo Booth on Macbook or the webcam preview on a PC and adjust your light setup until you look your best. You can also use Facetime, Duo or Facebook Messenger to call a trusted friend or coworker to help make sure your lights and sound are working.

If this is a new set up, or your first broadcast in a while: please check your sound using this online mic test.

Here are three examples of well-framed and well-lit shots from the wise @RateMySkypeRoom - a well-loved Twitter account capitalizing on the fact that many newsmakers, celebrities and journalists have found themselves confined to their homes during the novel coronavirus pandemic.

Here are a few who obtained the elusive 10/10’s.

