

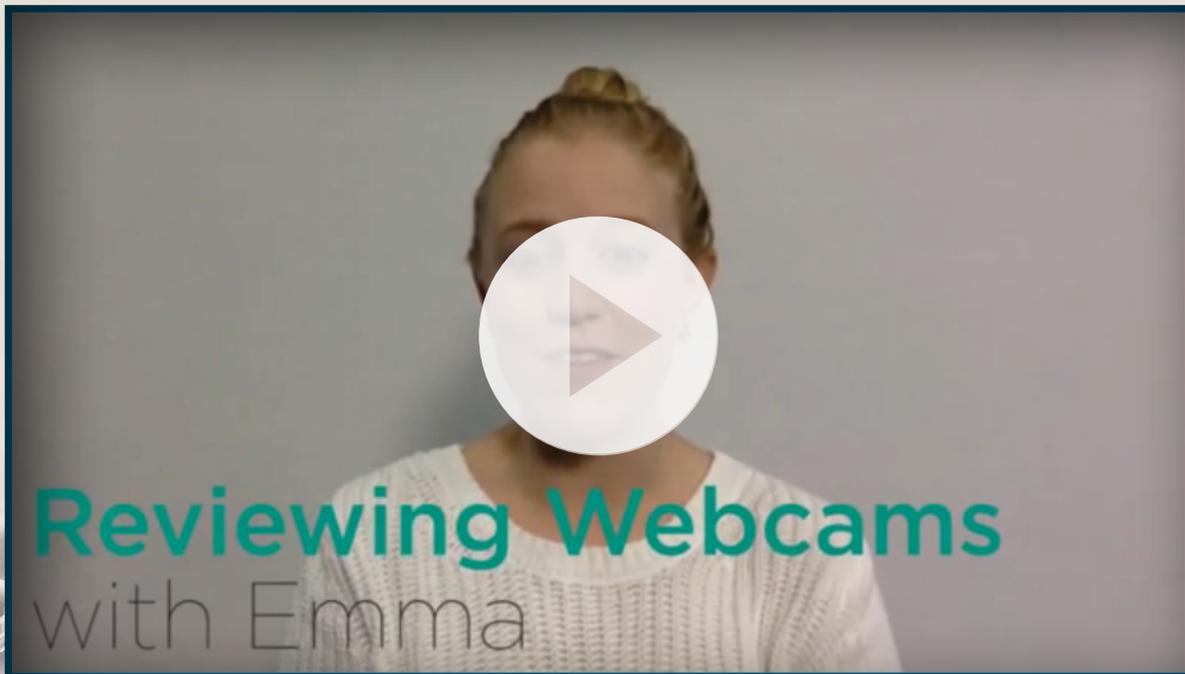


WEBCAM BEST PRACTICES

WEBCAM REVIEW

Need a Place to Start?

[This video](#) reviews three popular Webcams.



Page 2: **Lighting & Positioning**

Page 3: **Audio**

Page 4: **What to (and not to) Wear**



WEBCAM BEST PRACTICES

LIGHTING

Key Light

The main light used to illuminate you.

Fill Light

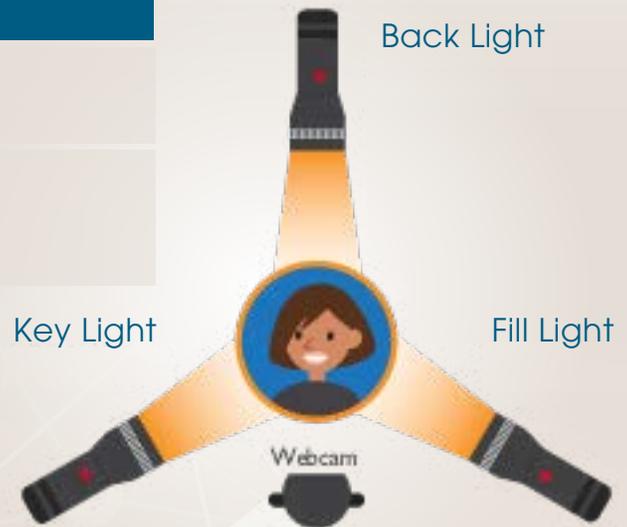
The secondary light that fills shadows — usually half the intensity of the Key.

Back Light

The light that shines behind adding a rim of light to the speakers' head.

Use Natural Light When Possible

You can adjust the total look with overhead and additional lights as needed.



POSITIONING

Keep Windows in Front of You

Open windows behind the speaker can make them look dark. Use windows and natural light in front of the speaker to illuminate their face—adjusting blinds as needed.

Be Familiar with the Webcam

Knowing how to access the webcam software will help you adjust the webcam for the best possible picture.

Have Proper Placement of the Webcam

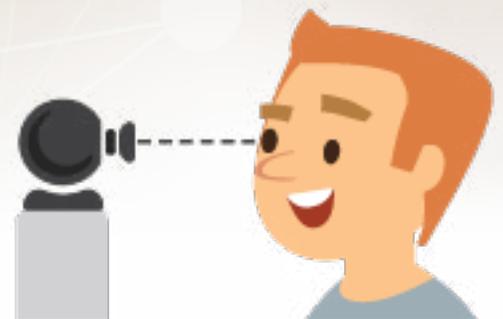
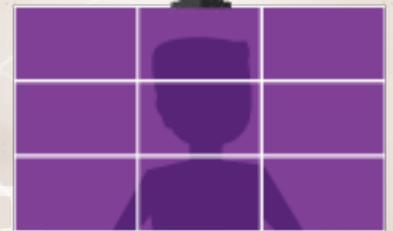
Align the speaker in the center of the webcams image to avoid cutting off the speakers' head.

Make Sure the Camera is Placed at Eye Level

Adjust the camera or chair height to ensure the speaker is looking directly at the audience.

Avoid Distracting Backgrounds

Once you set up your lighting and equipment, check your surroundings especially behind you to make sure there are no distracting colors or movement.





WEBCAM BEST PRACTICES

AUDIO

Use External Microphones When Available

Microphones built into computers and cameras often have lower quality than what you want for a webinar presentation. The mobility of an external microphone allows the speaker to place it in the optimal location for sound.

Check for Good Audio Placement

The microphone should be close to the speaker's mouth but not so close to pick up popping "p's" or certain words that hit the top of the audio levels. The microphone should not be in the camera view.

Test Audio Levels

Make sure the volume is loud enough to hear, but doesn't pick up background noise or static.

Don't Touch the Microphone While Live

Adjusting or moving the microphone while live will make loud noises and can disrupt the audience and the on demand recording.

Limit Interference as Much as Possible

Turn off cell phones, fans, computer speakers, or anything else that may be a distraction during the webinar. It is a good idea to post a "Webinar in Progress - Do Not Disturb" sign on your office/ conference room door to avoid any interruptions.





WEBCAM BEST PRACTICES

WHAT TO WEAR

When you decide to speak on camera during a webinar, what you wear matters as much as the content you are presenting. Not only will your audience see you, but the camera also reacts differently to certain colors and patterns.

Looking your best can help you capture more of your audience's attention.

Blues/Cooler Tones

Blue and other cool color tones enhance presenter on camera.

Contact Lenses

If possible, avoid glasses, which can cause glare; otherwise adjust lighting.

Make-Up

Foundation helps men and women avoid looking too shiny or washed out.

WHAT NOT TO WEAR

Small Patterns or Pinstripes (e.g. polka dots)

Patterns can create interference with the camera, known as a Moire effect.

Busy Colored Patterns

Large patterns can distract viewers.

Scarves and Necklaces

If you wear your microphone, these can cause interference.

Dangling Earrings and Shiny Jewelry

Can reflect lighting and cause glare.



For more information email us at webinars@bnpmedia.com