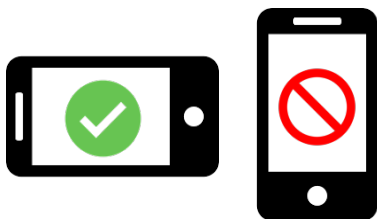
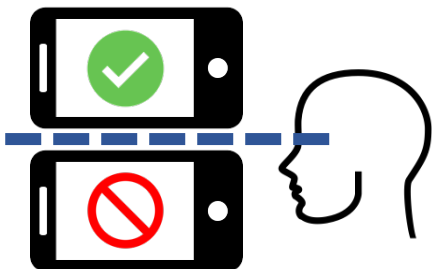


CAMERA POSITION

- Record with your camera horizontal



- Position camera at eye level or higher



LIGHTING

- Be sure you are in a well-lit area
- Lighting should be brighter in front of you than in back
- Natural light, a ring light or a lamp work well



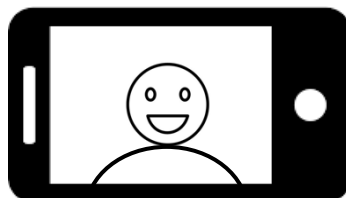
AUDIO

- Video in a quiet area to avoid background noise
- Listen to your video to make sure your voice is clear and your words are understandable



FRAMING

- Center your face in the camera
- Ensure your entire face and shoulders are seen



BACKGROUND

- Record from a location you would use if you were speaking with a customer
- Avoid rooms with cluttered backgrounds
- No virtual backgrounds



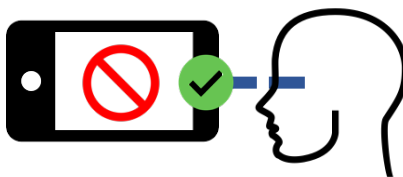
TIMING

- Start recording - Get into place
- Count to 3 silently - Speak - Stop speaking
- Count to 3 silently - Stop recording



EYES

- Look at the camera, not the screen



STABILITY

- Use a tripod or place the camera on a stable surface

