



# 5 TIPS FOR RECORDING **ZOOM PRESENTATIONS**



LIGHT



LOCATION



FRAMING



PRESENCE



PRACTICE



# LIGHT

Find a location that is well-lit with soft, natural sunlight

People look best front lit bathed in lots of natural, even light. Avoid overhead fluorescent lights that give you racoon shadows under your eyes and nose as well as hard side lighting. If you must have indoor lighting make it even and level to your face. Use a ring light or balance out overhead light with some soft lamp lights at eye level that can illuminate your face and flatten out harsh shadows.

Lighting communicates emotion.

Warm light vs cool, harsh vs soft, direct vs indirect etc.



# LOCATION

Find a quiet location.

Avoid having any other noise in the background during your presentation such as pets barking, family members talking, a dishwasher, microwave or television running, etc.

Find a location that isn't cluttered but isn't bare either.

It's nice to be in a corner so the perspective and eyeline goes to you. Notice what is in the frame behind you. You can use a virtual background or blur the background out but it is preferable to be in a pleasant looking space. Virtual backgrounds go in and out and can be distracting.



# FRAMING

Set your laptop, phone, or camera on a tripod or steady surface

Shoot horizontally  
(use landscape mode and avoid portrait mode)

Position camera at eye level  
(avoid angles where the camera lens is looking up or down on you)

The shot should give you some head room  
and go to about your lower ribcage or hips when sitting down.



# PRESENCE

Be genuine

Be present

Look at the camera at all times

Keep your hand movements to a minimum

Stand/sit up straight

Keep your hands to your side or gently folded in front of you  
(no crossed arms)

Keep your shoulders relaxed

Smile, especially at the beginning and the end of each response

Avoid looking up, looking around, fidgeting, saying ummmm too much, slurping on a drink, eating on camera, etc. In general be aware of what you're doing in front of the camera.



# PRACTICE

Record yourself or practice in front of a mirror.  
This is the best way to improve your performance.

Practice, Practice, Practice...then practice some more.

For more detailed suggestions, NYU's website has good tips.  
<https://bit.ly/3EiyohS>

For additional Zoom training visit their site  
<https://support.zoom.us/hc/en-us/sections/201740096>