

# PREPARE *for* YOUR ISBA RECORDING



## TIPS FOR SHOOTING BETTER VIDEO

1. Choose a setting that feels authentic to establish **credibility** and where everything **visible** on camera serves a **purpose**.
2. Position yourself **near** but **not in front of** a window for more **flattering light**.
3. Maintain enough **distance** from **walls** to avoid ugly **shadows**.
4. **Center** yourself on **camera**.
5. Maintain **eye contact** with the camera to be more **engaging**.
6. Position the camera at **eye level** or **slightly above** to slim the face.
7. Find a location without **echo** or **background noise** for the best **audio quality**.
8. Bring your **enthusiasm** up a notch to engage viewers because the camera absorbs energy.
9. **Smile!**

## TIPS FOR CHOOSING YOUR ATTIRE

1. Keep it **clean** and **simple** – clothing and accessories should not distract from the speaker.
2. Avoid **tight repetitive patterns** like high contrast pinstripes, herringbone, houndstooth, and fine checks.
3. Avoid **silks**, **satins**, and **shiny** fabrics.
4. Wear **solid colors**; they look best on camera.
5. Avoid wearing **all black**, **all white**, or **all red**.
6. Your clothes should be **fitted** and follow the **contours** of your body.
7. **Avoid** any accessories that could make noise or distract.
8. Add a **pop of color** with a necktie, pocket square or scarf.