



# 10 STEPS IN 10 MINUTES

Make your desktop video recording look  
more professional

Nicholas Schiller | Oregon Instruction Get Together | 2020-09-17

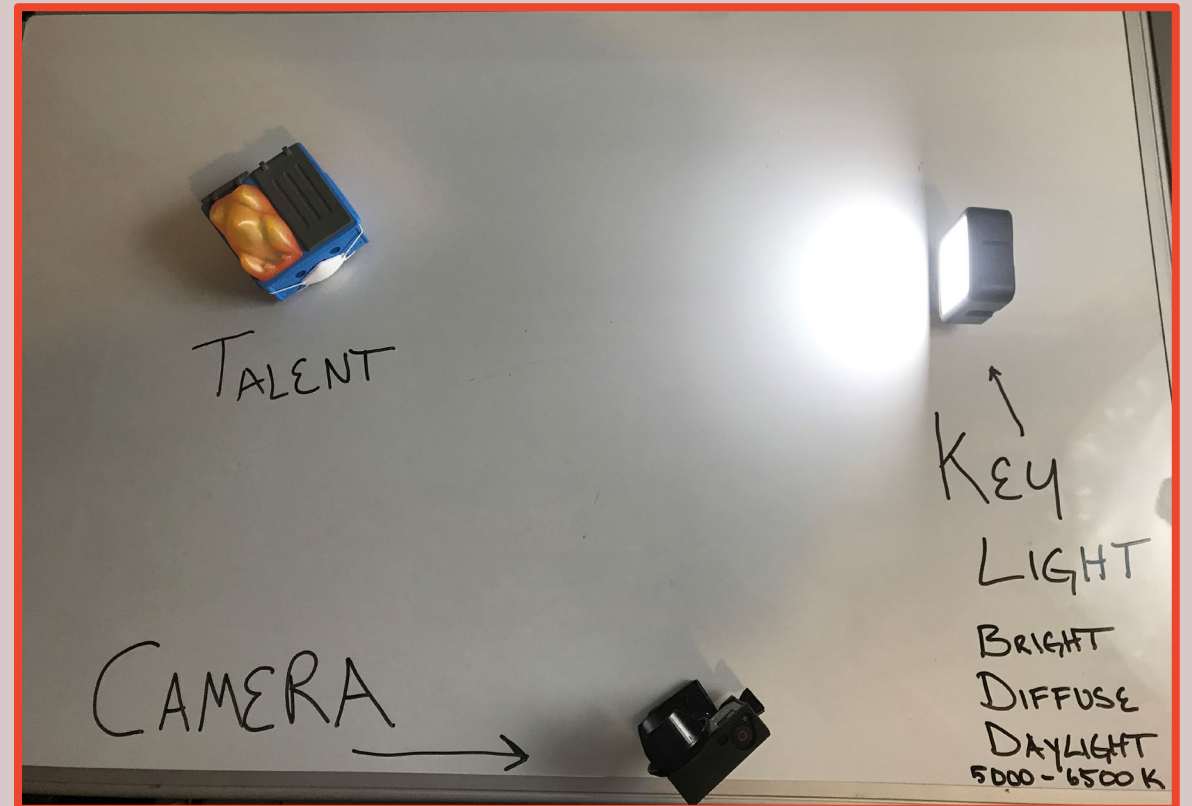
# 1. Key Light

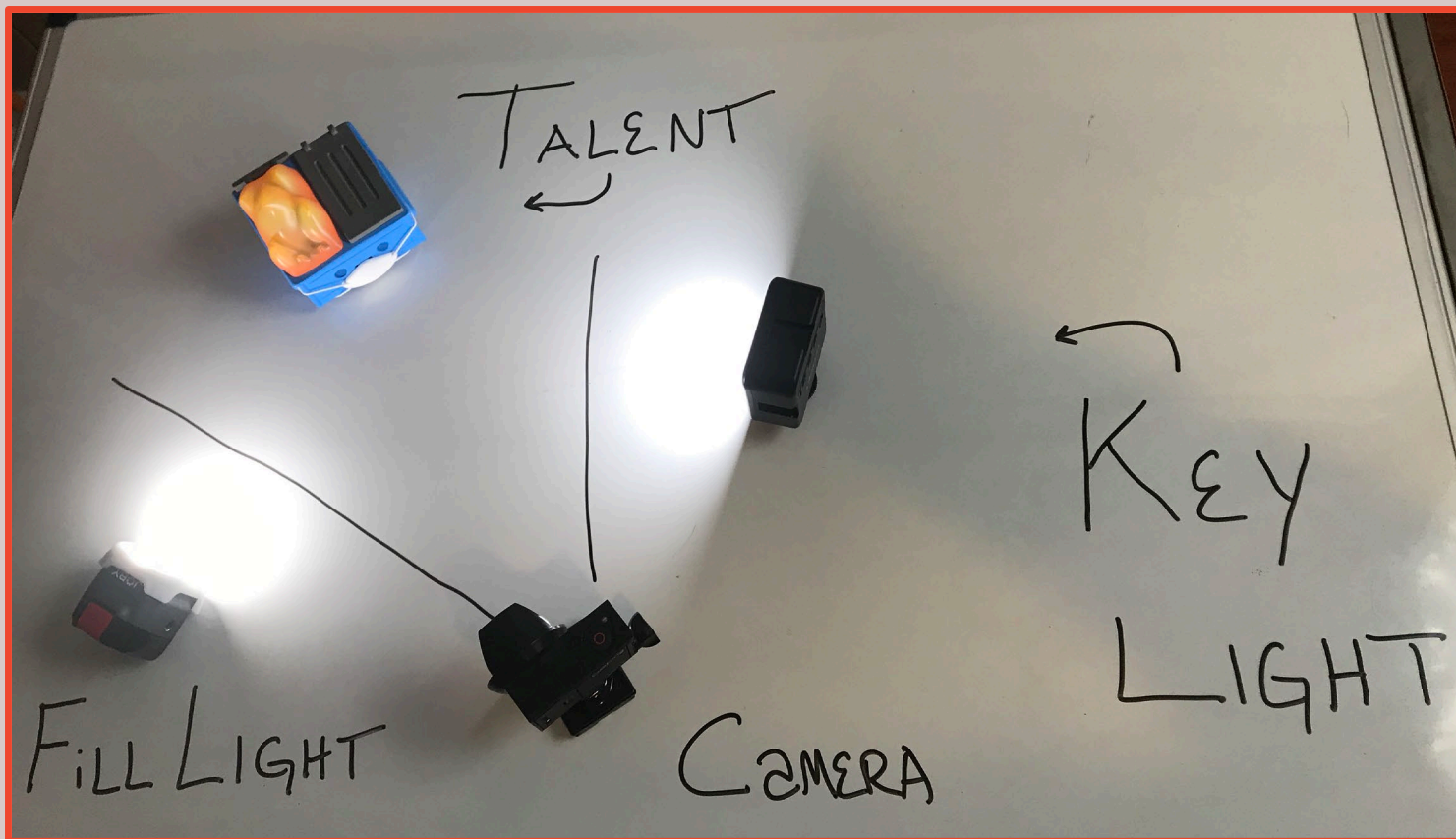
**Face the window** if you are using natural light

**TLDR:** Make your face more brightly lit than the background

Your **key light** should be about 45(ish) degrees offset in front of you.

It should be bright, **diffused**, and close to daylight in color.





## 2. Fill Light

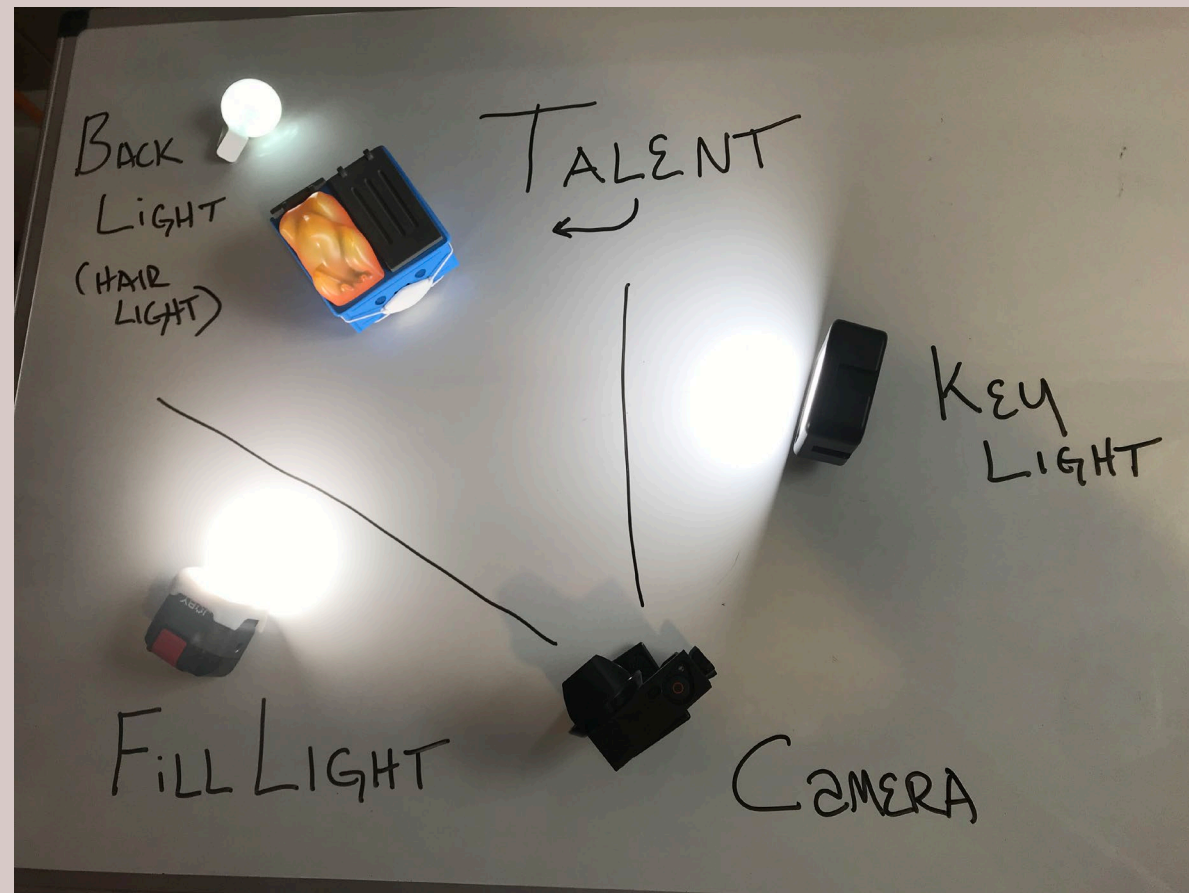
- **TLDR:** a smaller light that fills in shadows cast by your key light
- Put your fill light about 45(ish) degrees on the **opposite side** from your key light
- This can be **warmer in color** than your key light

### 3. Back Light

This light can **shine on you from behind** or at an angle.

Your **back light** should light you and not your background.

A hair light or a back light makes you distinct and **stand out from your background**.





## 4. Move the Mic Closer to Your Mouth

- **TLDR:** Sound quality is more important than image quality
- **You don't have to buy anything** to look and sound professional.
- If you are ready for that, **Improving your mic** is the first place I suggest to begin.

# 5. Camera Angle

Put the camera at **eye level or slightly above..**

**Wide angle lenses** on laptops, phones, and webcams distort close up shots.

**Look your camera in the eye.** This is a stand in for eye contact.





## 6. White Balance

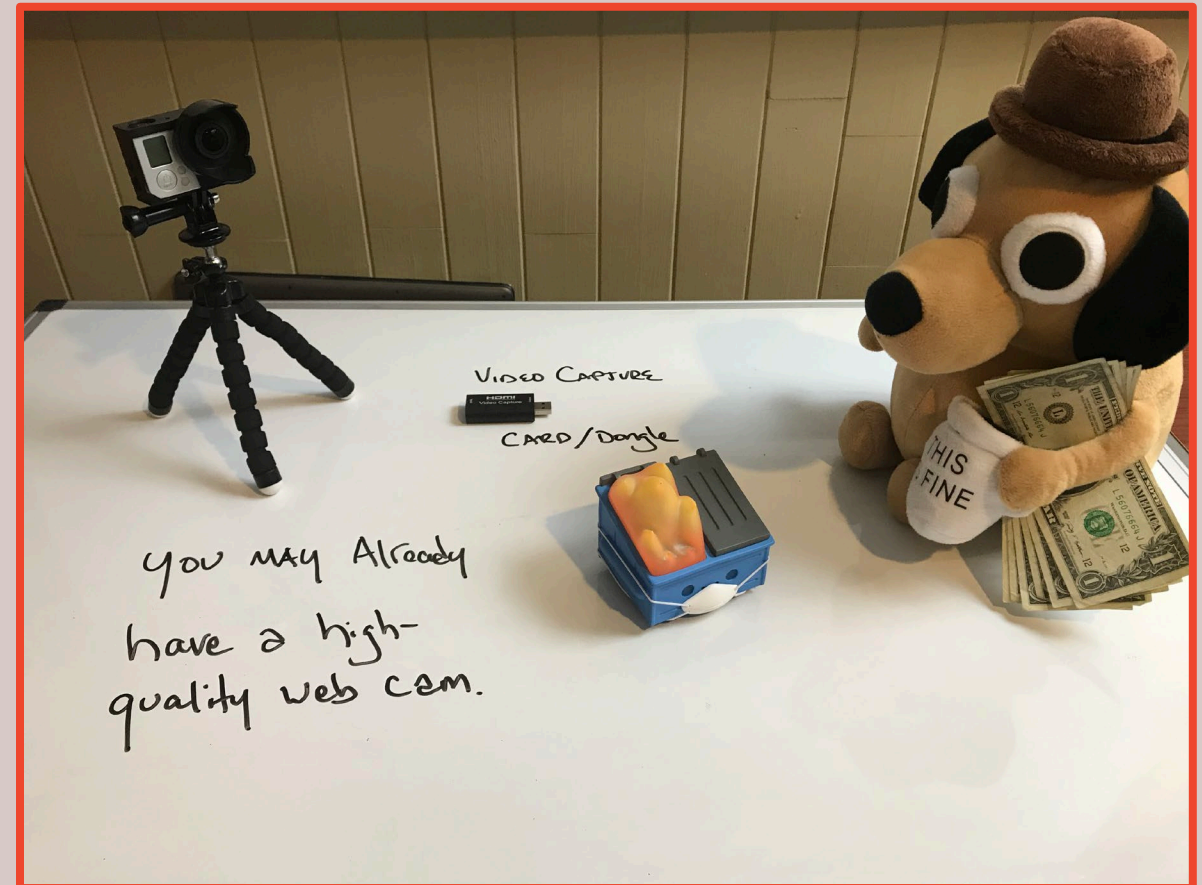
- **TLDR:** White Balance is the one webcam advanced control you may want to use
- If your white balance is bad, fix it. **If you can't tell, don't worry about it.**
- Let's look at **examples** of white balance.

# 7. Don't Buy a Fancy Webcam

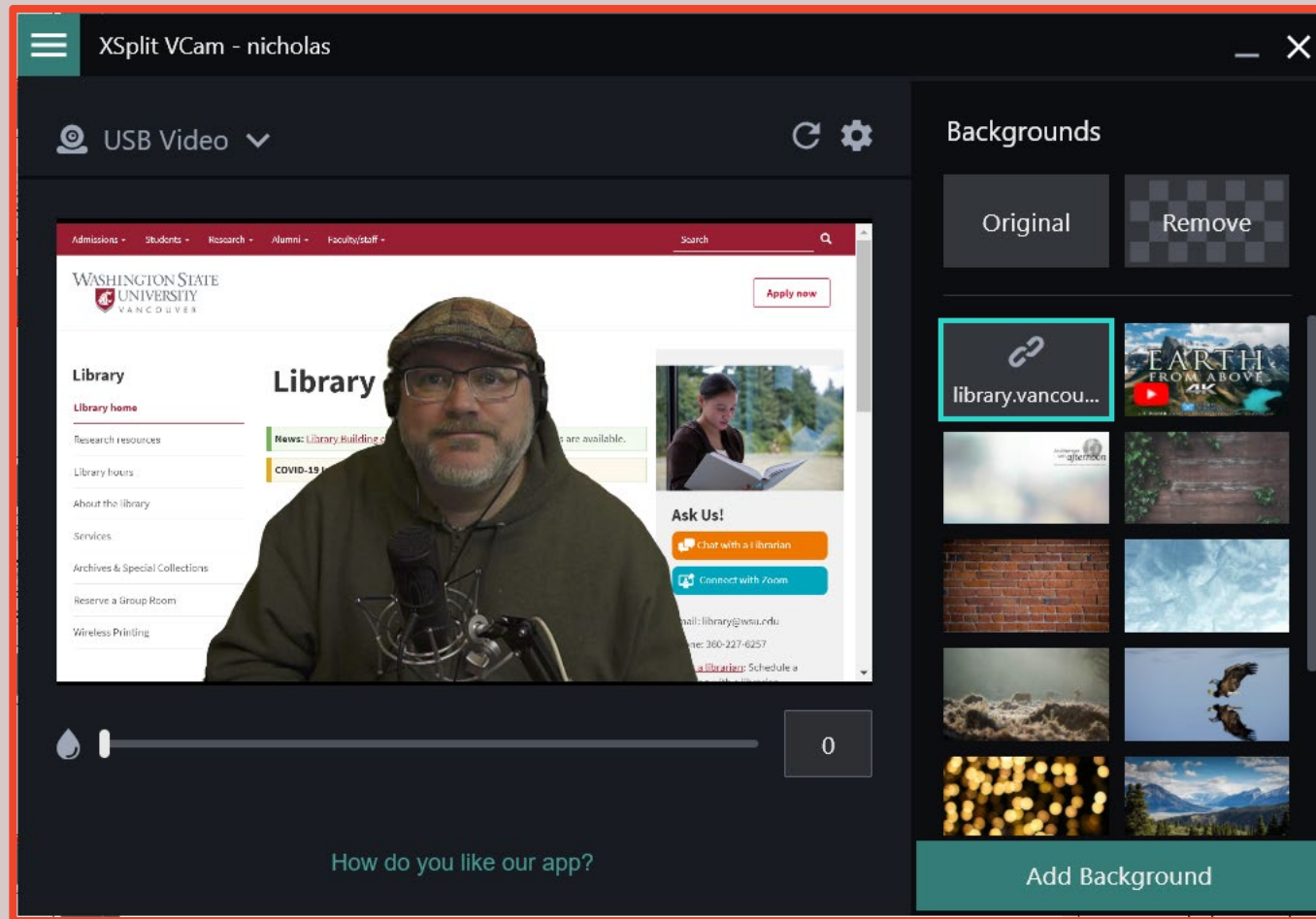
## Phone camera

EpocCamHD iOS (\$)  
Droidcam for Android

**Video capture** dongle or card  
\$11 to connect a regular camera  
to your computer  
Clear HDMI out from your  
camera







## 8. Blur your background (and other tricks)

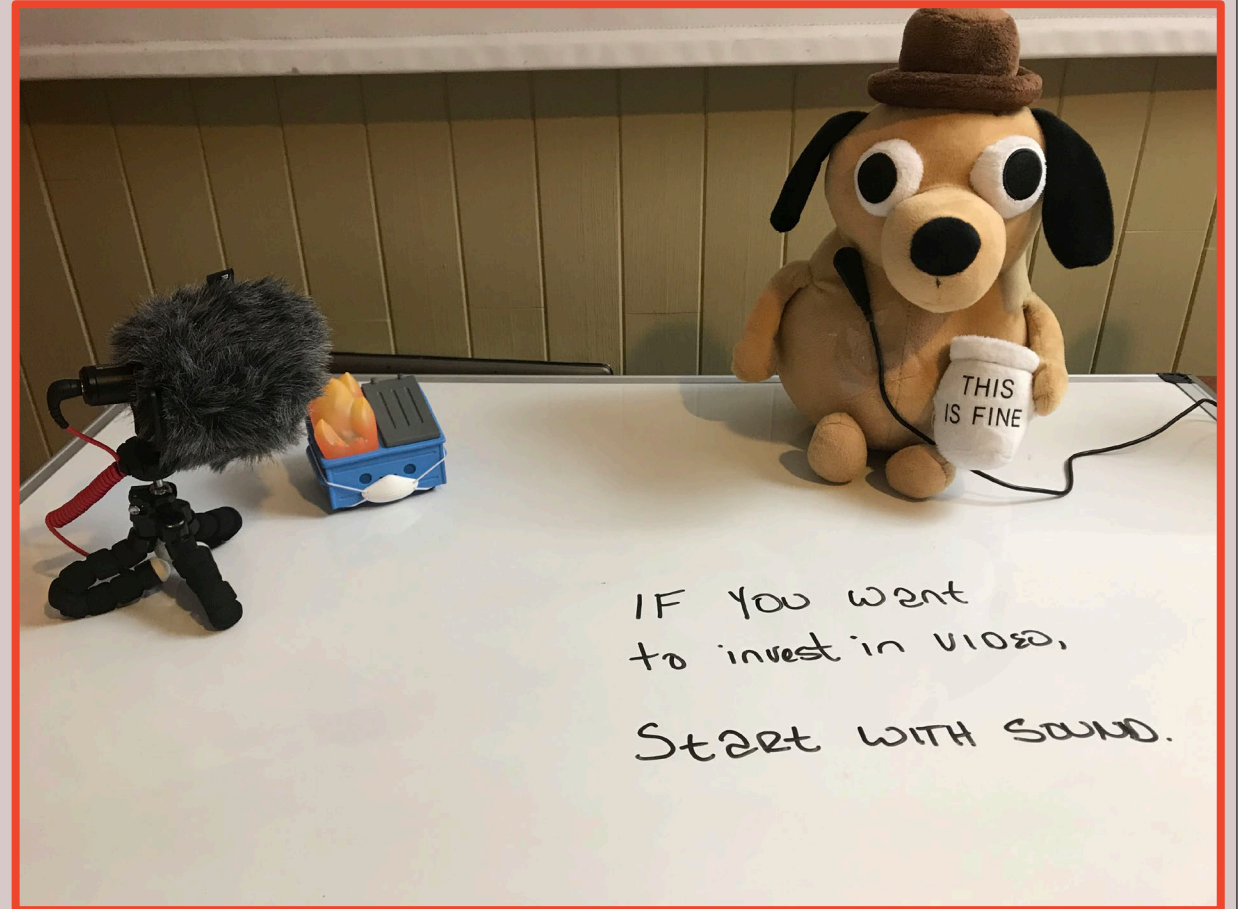
- **TLDR:** Blurring your background is less jarring than a virtual background and draws the eye toward you and your message.
- Feature of **software camera** tools.
- I use **XSplit Virtual Camera** (\$40)

## 9. Use a High-Quality Microphone

If you are willing to spend money, I suggest **your first purchase** be a better microphone. **USB podcasting mics** are a great place to start.

**Listen to yourself** talking in the mic. Try moving the mic around your desktop until you find a sweet spot.

A less-expensive **lavalier mic** close to your mouth may sound better than a fancy mic next to the camera. (Listen and do A/B testing.)





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## 10. Find Your YouTube Voice

- **TLDR:** Talk more rapidly for recorded video than for a face-to-face conversation
- Your viewers can pause and replay parts they miss but may lack patience for anything that isn't **straight to the point.**
- More:  
<https://www.quantifiedcommunications.com/blog/how-to-speak-like-a-youtube-star>

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- The blog entry <https://www.quantifiedcommunications.com/blog/how-to-speak-like-a-youtube-star> is cited on slide 11.