

# DEFINITION 6

Strategy. Storytelling. Solutions.

## RECORDING ON YOUR PHONE TIPS

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### Recommended Environment:

- Use your phone horizontally

Right.



Wrong



- A well-lit room with a dynamic background.
- Daylight is the most flattering lighting for videos. If possible, please sit or stand in front of a window.
- Windows should not fill the background behind you for the interview
- Don't zoom in or the image can become very pixelated. If you want to zoom in, then simply walk closer to your subject.
- Most of the time, recording audio directly from the camera's built-in microphone will suffice. Make sure the person talking is not too far away from the device.

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## ZOOM SETUP AND RECORDING TIPS

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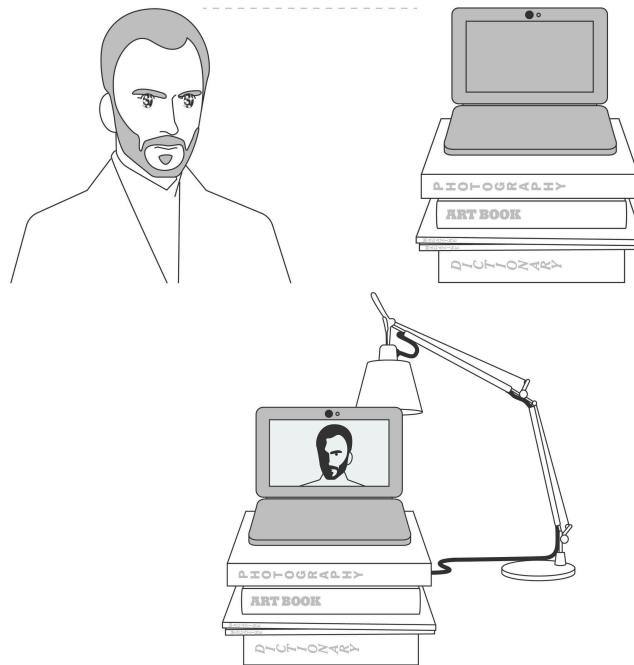
For those who may not be familiar with Zoom...

### Sign up for Zoom

- If you don't have Zoom on your laptop, go to <http://www.zoom.us>
- Click on the button Sign Up It's Free
- Enter your email address and click sign up
- Find welcome message in your email and click on the link to activate your account
- Enter name, create password and click Continue
- You don't need to invite colleagues – click Skip this step
- You're done!

### Recommended Environment:

- A well-lit room with a dynamic background.
- Daylight is the most flattering lighting for videos. If possible, please sit in front of a window.
- Windows should not fill the background behind you for the interview
- Ideally the webcam should be at eye level or slightly above eye level.
- You can stack books under your laptop to raise it to eye level.



### Recommended Zoom Setup

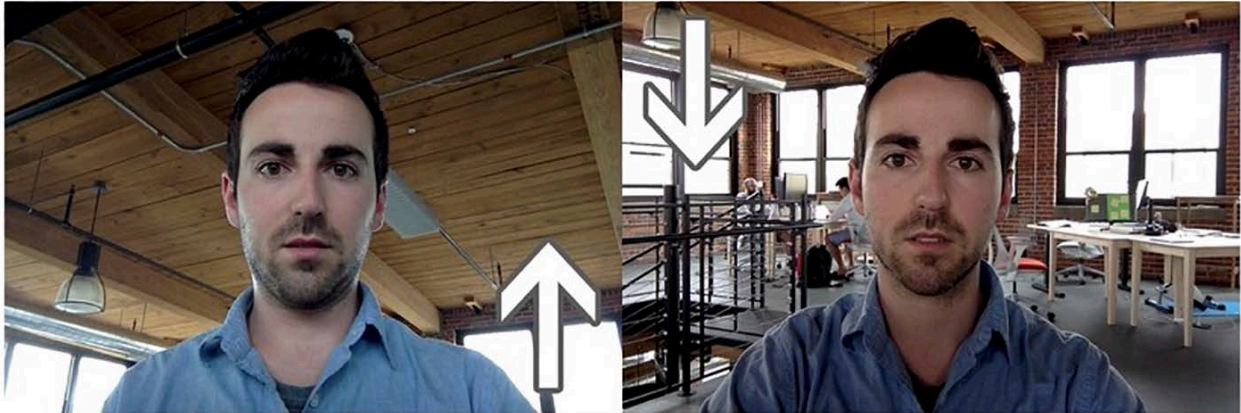
- A pair of wireless or wired earbuds with microphone are best if available.
- Use a wired Ethernet internet connection when available. If WiFi is the only option, locate yourself near your wireless router or access point

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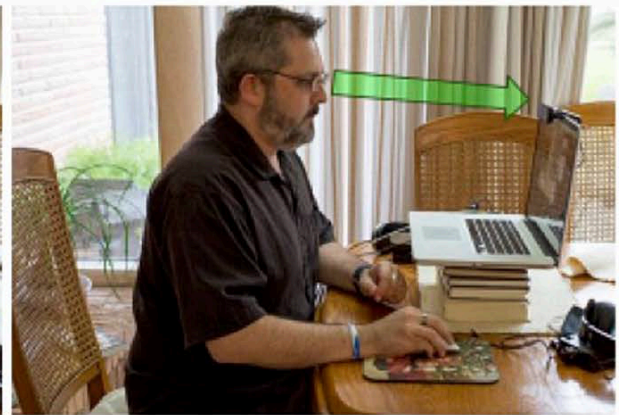
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Other framing examples

## 1. Picture Example of Proper Eyeline



Bad Eyeline



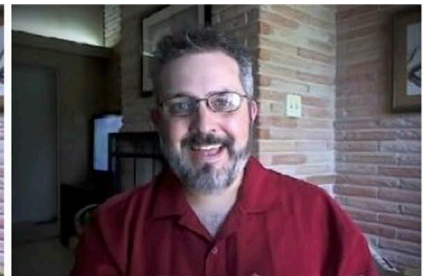
Good Eyeline



Too Close



Too Far



Good Framing