

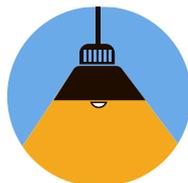
Your video can be as simple or involved as you want it to be and have time. The 12 steps below are steps that allow you can be up and running with no additional tools other than your computer and recording software (e.g., YuJa, Zoom).

1



Ensure that your background is clean, defined, and designed for the video. Be mindful of the items in your room, on you wall, and included in your furniture design.

2



Use good lighting; if you do not like the lighting in your room or near a window, consider utilizing a ring light. They are inexpensive and effective and can illuminate beautifully. Be mindful about shadows that show too much contrast or distract from your visual composition.

3



Ear pods help you hear yourself while speaking and allow you to speak at a normal conversational level, rather than amplify your voice to "reach through the box."

4



Be aware of background noise that can distract either you or the viewer. Your air conditioning, fans, your phone, even your pets and/or children, can add distracting noise.

5



Books can be used to elevate your computer or iPad for recording. This allows you to place yourself correctly in frame.

6



If using a phone to record, ensure volume is up, and using inexpensive equipment to stabilize your phone is preferred. Do not use the selfie mode, use the exterior camera instead.

7



Speak clearly and slowly enough to be understood, be calm in your delivery.

8



Framing yourself from waist up is ideal. Allow a little headroom above the top of your head, just a little will help your appearance within the composition.

9



Be aware how you will use your notes, or any visual aids in your video. Practicing once will assist you in feeling comfortable. You do not need to overprepare, but should have some sense of your "roadmap" for the session.

10



Do more than one take, if you are not satisfied. This video can be an artifact you use again. Make it count.

11



Look directly in the light or camera. You will be seen looking in the viewer's eyes this way, rather than appear distracted or looking somewhere else.

12



**Remember: this is the way your students connect to you, and you to them. Be yourself, personable, and relaxed.**

## HELPFUL LINKS TO INEXPENSIVE EQUIPMENT EXAMPLES

[Ring Light ~\\$50](#)

[Webcam ~\\$70](#)

[USB Mic Headset ~\\$25](#)

[Gooseneck Phone Holder ~\\$17](#)