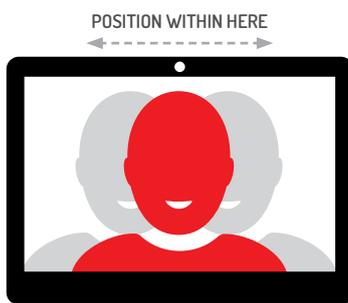


If you're not familiar with how best to shoot your personal address, this simple guide will help. Remember, you can do multiple takes, so just relax and have fun with it.

## Framing

Check out our guide for your framing position. This is important, so spend some time getting it right. You don't want the top of your head cut off, a vast space above it or to the side.

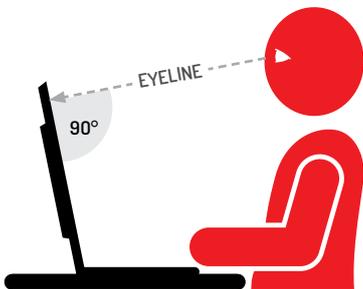


## Background

Make sure your background matches your message. Ensure it's not too busy and you don't have the likes of a pot plant growing out of your head. Don't laugh – it happens.

## Eye Level

Set-up your laptop or phone lens at eye level. Then your audience isn't looking up your nose or at the top of your head. Look directly at the camera lens (not your screen) and imagine your addressing your audience. Practice a little. You'll quickly see the difference it makes.

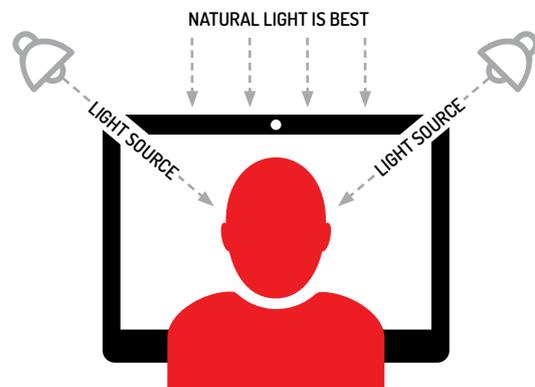


## Sound

Sound is critical but it doesn't have to be complicated. The best way is to record your voice separately on a smart phone through one of the many available apps. We'll match vision and sound up for you in post. If your dog's barking, your cat meowing, or the kids too vocal – we'll hear it, and you don't want that to ruin your good take.

## Lighting

The best light source for faces is front on. If it's from the back, you'll be too dark. Lighting directly above forms harsh shadows. You can combine ceiling with front lighting, but the key light source should be front on. No need for serious kit – a humble desk lamp will do the job.



## Posture

Like teacher used to say: 'Sit up straight and pull your shoulders back!'

## Demeanour

'Smile and the world smiles with you.' The camera loves emotion as does your audience. If your passionate, it's hard for them not to share your enthusiasm. That said, if your message is a serious one – act accordingly.

## Wardrobe

Dress to impress in a manner that reflects your message. Good news is – you'll only have to worry about your top half. Avoid vertical stripes – they create screen chaos.

## Hair and makeup

You don't want wayward strands of hair extending out antenna like or any other hair faux pas that distract. If you have any hot spots or shiny areas on your face, use a little makeup to dull them down, regardless of what sex you are. You won't know it's makeup on screen.