



**PRESENTING  
FOR BUSINESS**

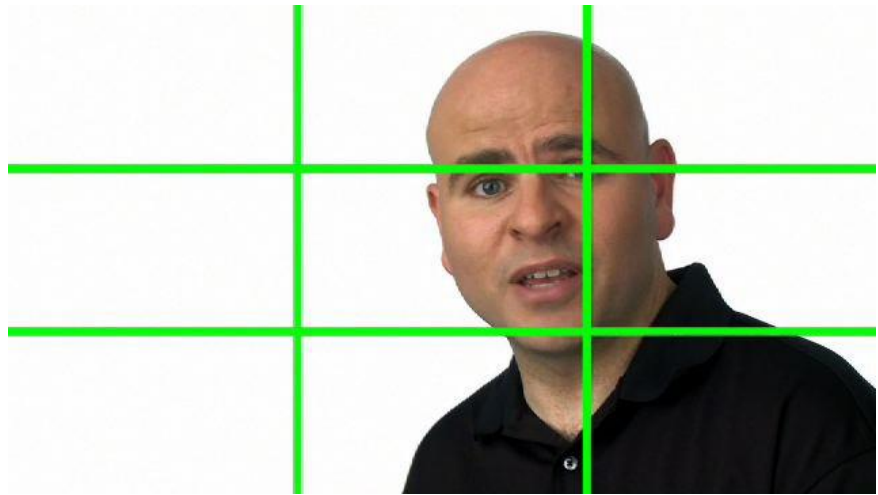
# How to self-shoot Checklist



## How to self-shoot Video: Checklist

### Framing: Rule of Thirds

A standard way of framing a piece to camera when using a mid or close shot is to use the rule of thirds. This leaves room for on screen graphics and logos and gives the shot a more interesting dynamic and composition than simply centering the subject. The center of your presenter should be approximately one third to the left or right of frame (it doesn't matter which, it's personal preference) and the eyes should be approximately one third from the top of frame. Leave a very small space between the



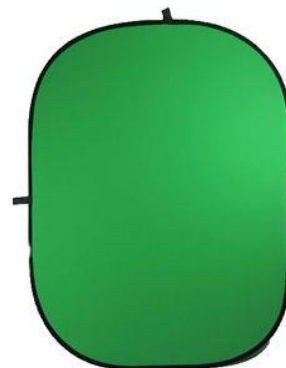
presenter's head and the top of frame. When framing your shot like this it's a nice touch to have the presenter stand slightly diagonal to camera and not square on, but make sure the presenter faces toward the larger area. For example, if you have positioned your presenter to the left of frame as you look at it then the presenter should take a small step forward with their right foot which will bring their right shoulder slightly forward and so have them angle towards any on screen wording or graphics.

### Background: Set

If you're using a set for your background such as an office or maybe a room at home it's important to keep the background clutter free and as minimalist as possible, if there is too much going on in the background it look fussy and can be distracting. Make sure that there are not too many ornaments, vases or clutter on any shelves or window sills that are in shot and if possible have neutral colored walls as appose to flowery wall paper.

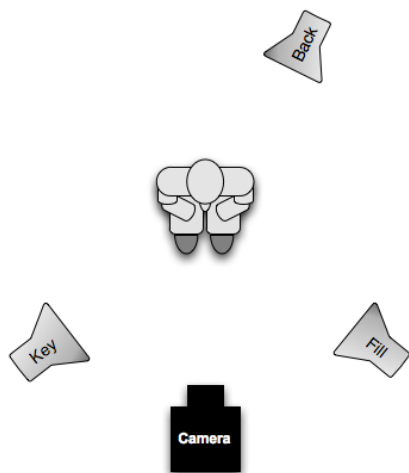
## Background: Green Screen

To get the best results from green screen it's important to have a clean, single shade of green that the editing software can remove without having to vary too much from any single shade. If there are shadows or creases in your green screen the editing software has to remove any and all shades of green between the main green and the darker green shadow or crease, this will mean that the quality of the main image is reduced and in some cases may leave dark shadows across your superimposed background. An easy solution is to use a pop-up green screen around £40 on Amazon or e-bay.



## Lighting: 3 Point Lighting

Three-point lighting is a standard and simple method to light a presenter for video. The first light is called the Key Light, this is usually the brightest light but if you don't have lights that dim, don't worry, it's not essential, they can all be the same intensity. It should be placed either to the left or right of the camera far enough so as not to cast any obvious shadows on the back drop. The height of the Key Light should be above the height of the subject or Presenter as generally we are used to having object lit from above because of the sun. The second light is the Fill Light and goes on the other side of the camera to where you put the Key Light. This is generally slightly less intense than the Key Light but again insure there are no shadows. This light can be at the same height as the Presenters face. Finally, the back light, this provides definition and contrast which separates the subject from the background. It goes behind the Presenter either to the left or right and illuminates them from behind. This light is usually set a bit lower than the Fill light and can even be on the ground. You can find more about lighting here: <http://learnaboutfilm.com/film-language/picture/light-and-colour/>



### **Presenter: Position**

In addition to the rule of thirds, as described above, it's important to make sure that the Presenter is a good distance from the backdrop. If the Presenter is too close the chances of shadows increase and also it just doesn't look right. As a guide line one and a half to two and a half meters is a good rule of thumb.



### **Presenter: Clothes**

The style of cloths your Presenter is wearing should reflect the subject matter so, for example, if you're talking about farming equipment jeans and a shirt would work well, for business services,



a suit with or without a tie and for beauty treatment, your salon tunic or similar. Whatever cloths you decide to wear there are a few things to avoid, first, if you are using green screen don't wear green or anything too close to green like cyan or turquoise and be careful with any silver jewelry too, watches, ear rings etc. can reflect the green screen and these reflections will be removed along with the backdrop. Also. If you have dark skin avoid wearing a white top and if

you have light skin avoid a black top, it's not impossible to light these combinations but if you're new to lighting video it can make things tricky. The other thing to avoid are tight strips and patterns, these often 'Zebra' or 'shimmer' on camera.

## **“80% of the world’s internet traffic will be video by 2019”**

Cisco study 2015

Presenting4Business offers training solutions for effective and persuasive on screen communication, video presenting and simple video production.

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116-118 N Studio Building  
Pinewood Studios  
Pinewood Road  
Iver Heath  
SLO OHN

TEL: 0800 046 3447

[www.presenting4business.com](http://www.presenting4business.com)

[info@presenting4business.com](mailto:info@presenting4business.com)



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