



## Production Tips

### On-Camera Clothing

You may not always be able to change when you need to create a webcast. No problem, but there are a few things to think about if you know you'll be recording video. Small patterns on any piece of clothing that appears on camera will create a moire effect. These patterns make the video appear jittery and are a distraction to your viewers. What's worse is that the encoded video will simply look low quality when the small patterns are compressed for viewing over the web. Here are some dressing tips:

1. Wear tailored clothes that have simple and clean lines. These photograph best.
2. Wear clothes that are comfortable and support the image meant to be presented.
3. Avoid clothes that are extremely bright or "saturated". These colors can interfere with the picture's normal contrast with dark colors.
4. Avoid wearing stark black or white. Instead wear ivory, gray or muted pastels. These work well, especially when combined with dark colors.
5. Avoid busy patterns or small plaids, stripes, checks, and herringbones. These can create a vibrating effect on the screen. Instead, wear solids as much as possible.
6. Shiny fabrics, heavily starched fabrics, or jewelry can cause a reflection on camera, and be difficult to encode. Velvet and velour fabrics absorb light causing details to look muddy or to even disappear.
7. If you have a pale complexion, dark colors will make your skin look even lighter. A dark complexion will look even darker in light color clothing.
8. Neckties that are solid or have simple patterns are preferable.
9. Wearing a jacket or a shirt with a lapel provides a good place to clip a microphone.

## On-Camera Performance Tips

1. Look at the camera or your computer screen. Remember, the camera is likely getting a close shot—head and shoulders only.
2. Avoid looking off camera. The multimedia audience will not feel you are speaking to them.
3. Avoid excessive and exaggerated hand gestures.
4. Rehearse if you can. Using a low-end video to practice with would give you an idea of how to present best with a camera.
5. Be lively! Remember that you don't have to be perfect! Act as if you are speaking to colleagues. Technical content is much easier to comprehend when delivered in an upbeat manner.
6. Have the outline of your presentation ready and all materials on hand prior to starting the videotaping. The day of the shoot is not the best time to be ironing out content questions.
7. When appropriate, it is helpful to start with a brief introduction of yourself and what you'll be covering. A brief conclusion is also nice.
8. If you are using a computer (a laptop is ideal), position the screen so that it is down and slightly to your left. When the multimedia production is put together, it will appear that you are looking at your graphics/slides.
9. If you are using a mouse to click through your slides during the on-camera presentation, click the mouse softly, if possible. The sound of the mouse clicking is sometimes picked up on your microphone and becomes a distracting sound in your audio.
10. If you need to pause for any reason, return your gaze to the camera before you begin speaking. At the end of your presentation, stare (and smile) at the camera for 5 seconds without talking.
11. Keep in mind that it's not necessary to stop for a minor verbal trip-up. Either ignore the stumble, or simply restart with an, "that is to say....", or something similar.

## **PowerPoint Slide Creation Guidelines**

As you create your PowerPoints or graphics, it is important to keep in mind that they will be resized (and optimized for streaming if your presentation will be hosted). Following these guidelines will ensure that the quality of your slides is maintained during the translation and compression processes.

1. Limit the amount of information you put on each slide. A typical guideline is no more than 7 lines of text, with no more than 10 words per line—but remember, less is better!
2. Use a mixture of upper and lower case type. The larger the font size the better—28 and above is good. San serif fonts look nicer than fonts with serifs when compressed and streamed. Arial and Tahoma are examples of san serif fonts, and are often used by our clients.
3. Use tabs to create your alignment—don't use the spacebar.
4. Graphics are a nice touch—and if you can make your point with a graphic instead of words—even better! Or, use a great graphic with a pointed caption.
5. Use a nice background color with a contrasting color for the text. Make sure the colors in the PowerPoint match the colors used in your player banner.
6. When creating slides that will be streamed across the Internet, you'll want to keep them fairly simple. Complex backgrounds require participants to have a higher internet connection speed to stream efficiently.