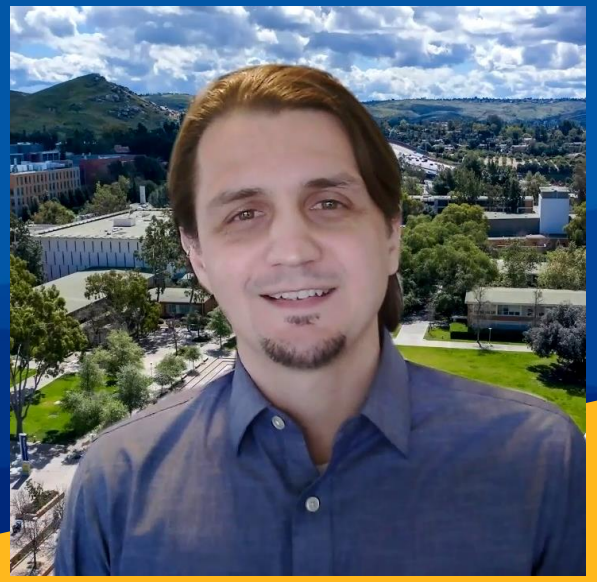
Looking and Sounding Your Best on Camera

Ann Kwinn



D Dayton

Ryan Herrera

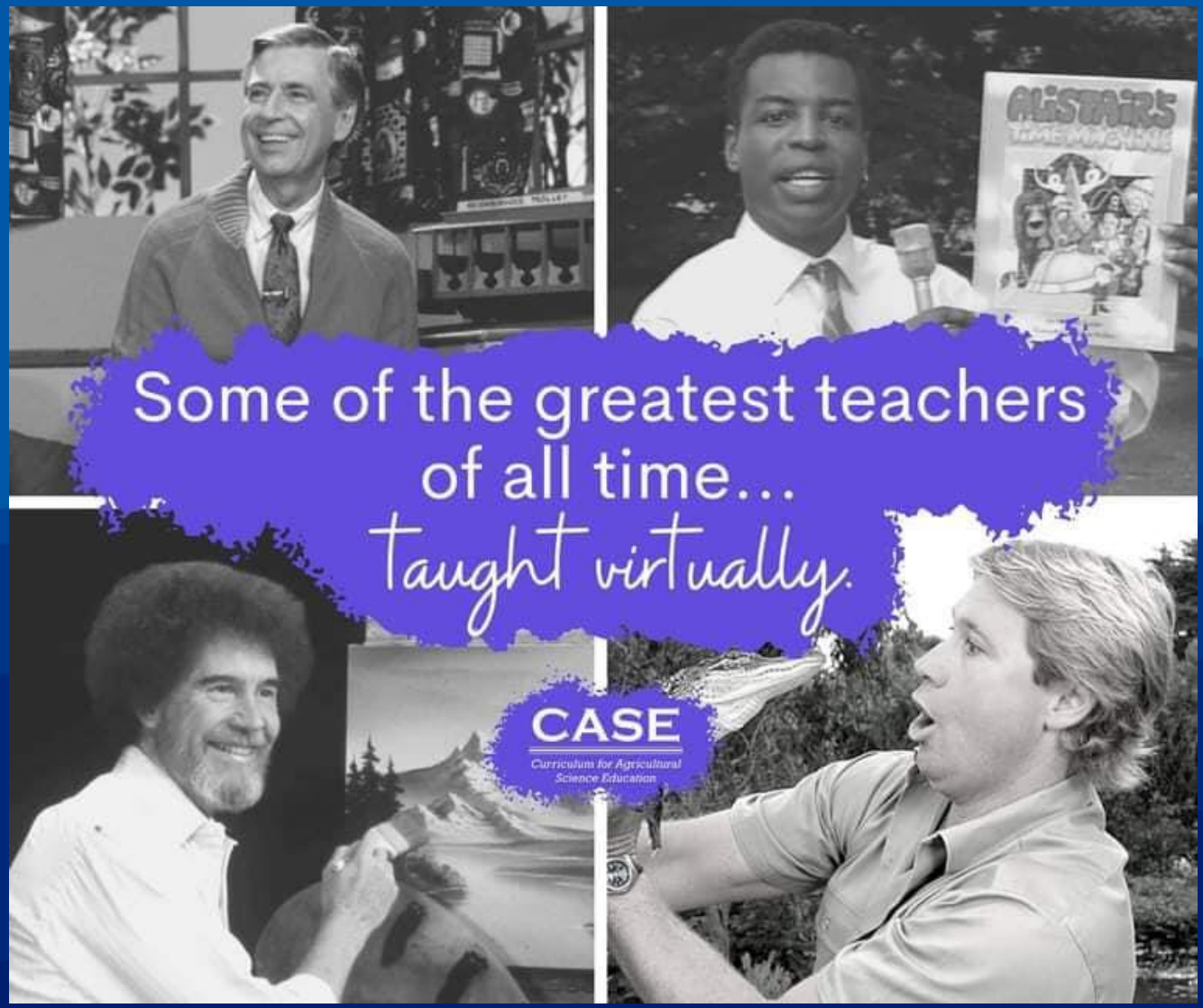
Abraham Martinez

UCR University Extension Professional Studies

Agenda

- Social Presence and ways to use video - **Ann Kwinn**
- How to set up your visual environment: framing, lighting, equipment – **Ryan Herrera**
- How to set up your audio recording: equipment, placement, techniques to ensure good quality – **Abraham Martinez**
- How to reduce the need to edit your video – **Abraham Martinez**

Teaching Online



What is Social Presence?

Social presence is defined as the **sense of being with another**, the degree to which a **person is perceived as a real person** and a **student's sense of belonging** in a course via their ability to interact with other students and the instructor.

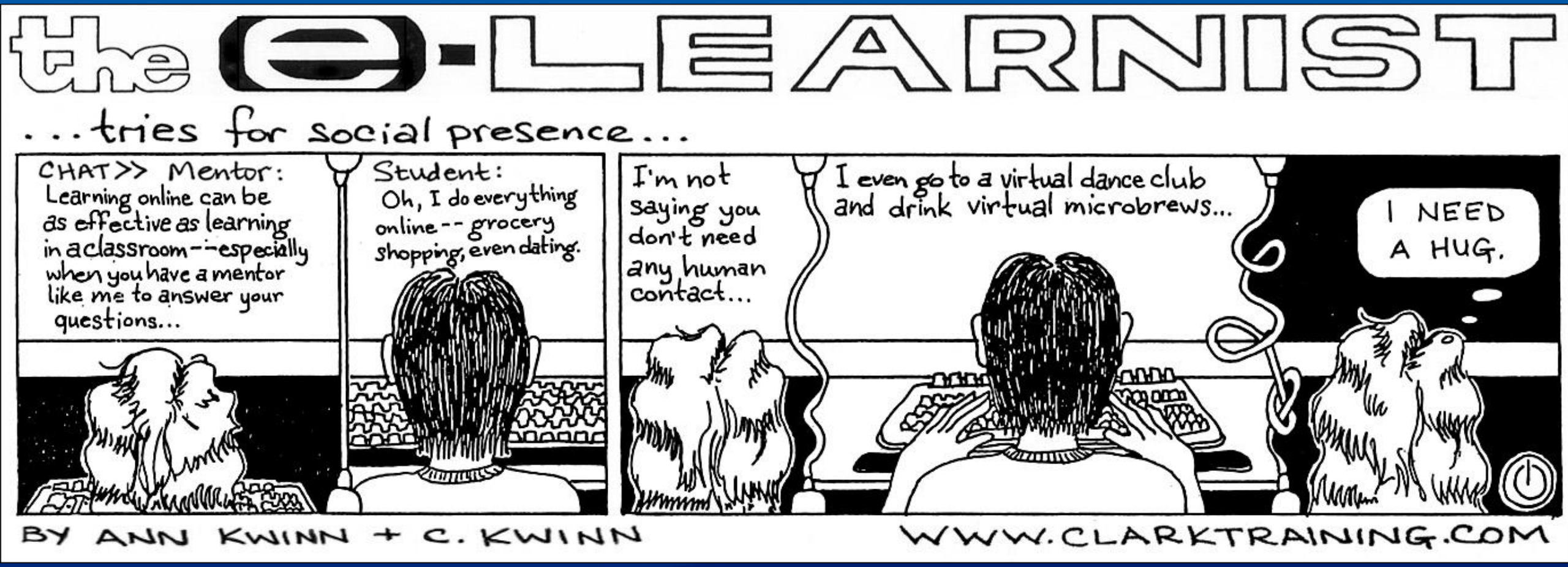
Learning environments with social presence are sociable, warm, and personal.

The Value of Social Presence

Studies have found that students who perceived high levels of social presence tend to be **more satisfied with their course and instructor.**

Research has also shown a positive correlation between the level of students' perceptions of social presence in their courses and higher results on learning measures.

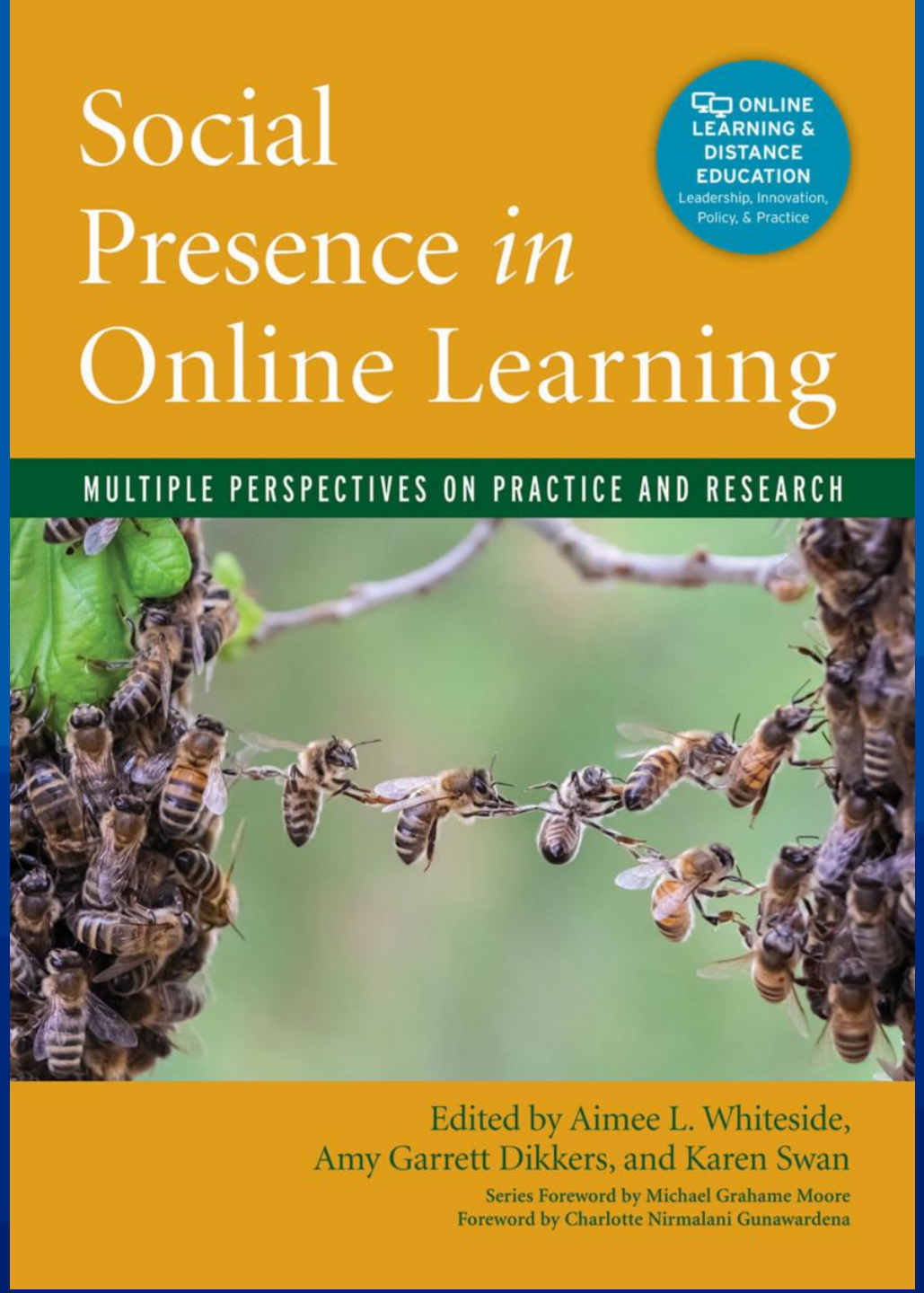
Social Presence in Courses



Instructor Persona

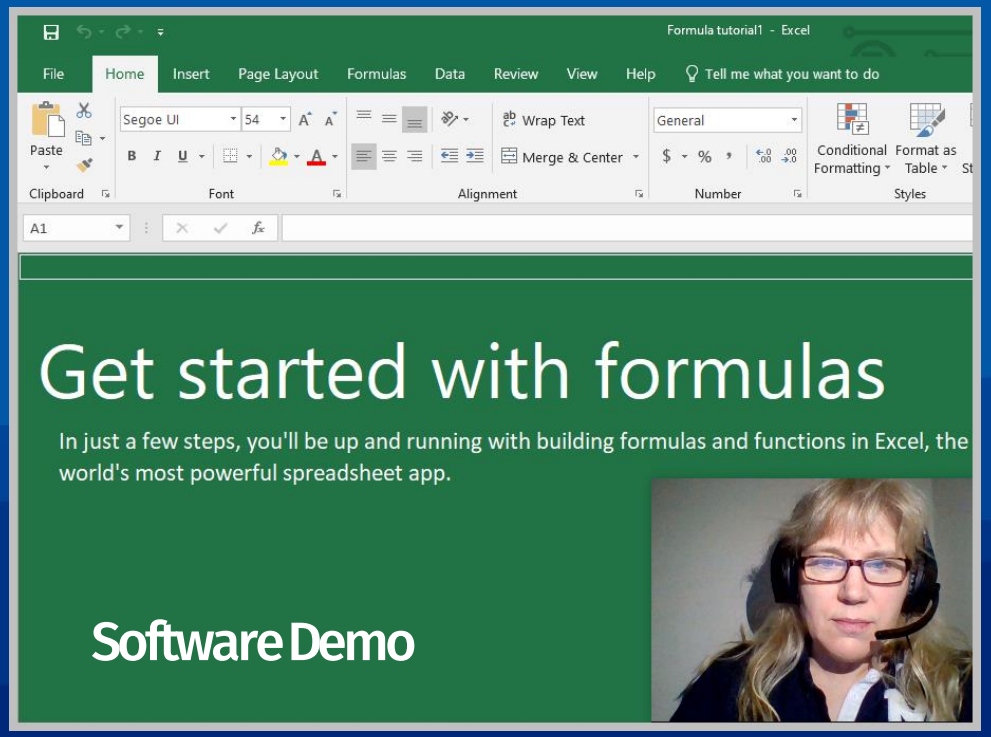
Students want to get to know the **real you**:

- Your background – education, experience
- Why you are passionate about your field
- Your teaching philosophy
- Your scholarship or creative works
- A welcome message
- What you look, sound and act like


Social
Presence in
Online Learning
ONLINE LEARNING & DISTANCE EDUCATION
Leadership, Innovation, Policy, & Practice
MULTIPLE PERSPECTIVES ON PRACTICE AND RESEARCH
Edited by Aimee L. Whiteside,
Amy Garrett Dikkers, and Karen Swan
Series Foreword by Michael Grahame Moore
Foreword by Charlotte Nirmalani Gunawardena

Reference

Use of Video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Wrap Text
General
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Conditional Formatting
Format as Table
Clipboard
Font
Alignment
Number
Styles
A1
Get started with formulas
In just a few steps, you'll be up and running with building formulas and functions in Excel, the world's most powerful spreadsheet app.
Software Demo

Camera Monitor
Teach a Procedure

Course Intro

Improving Framing

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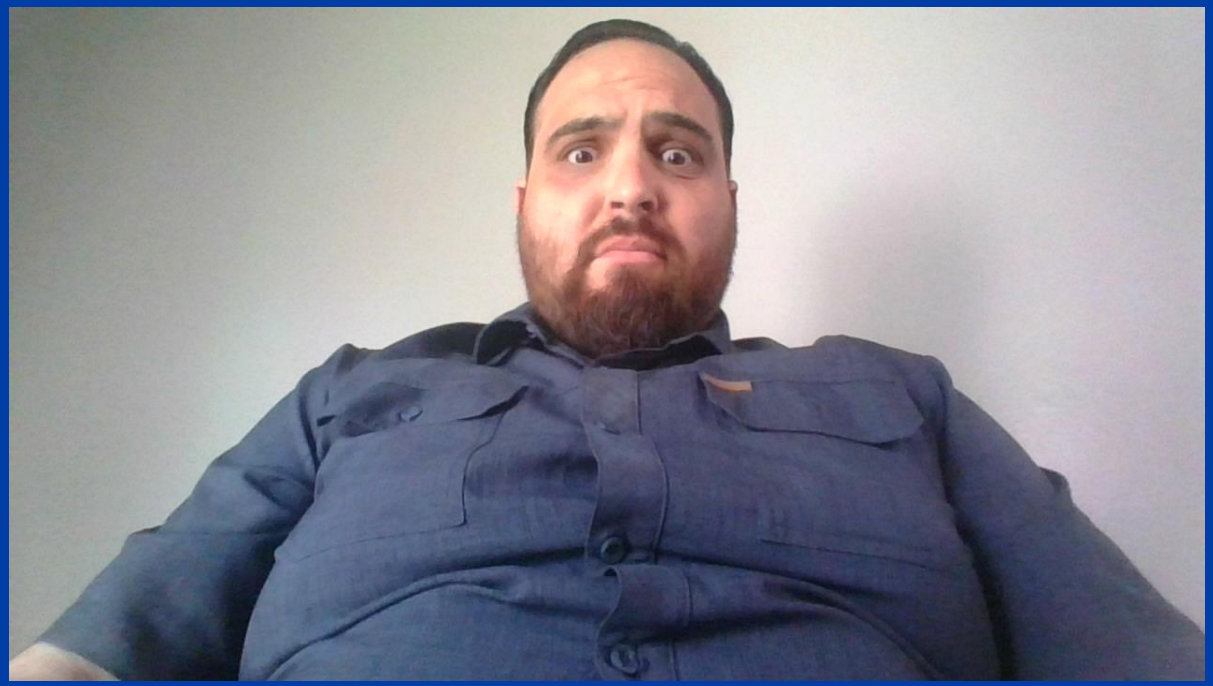
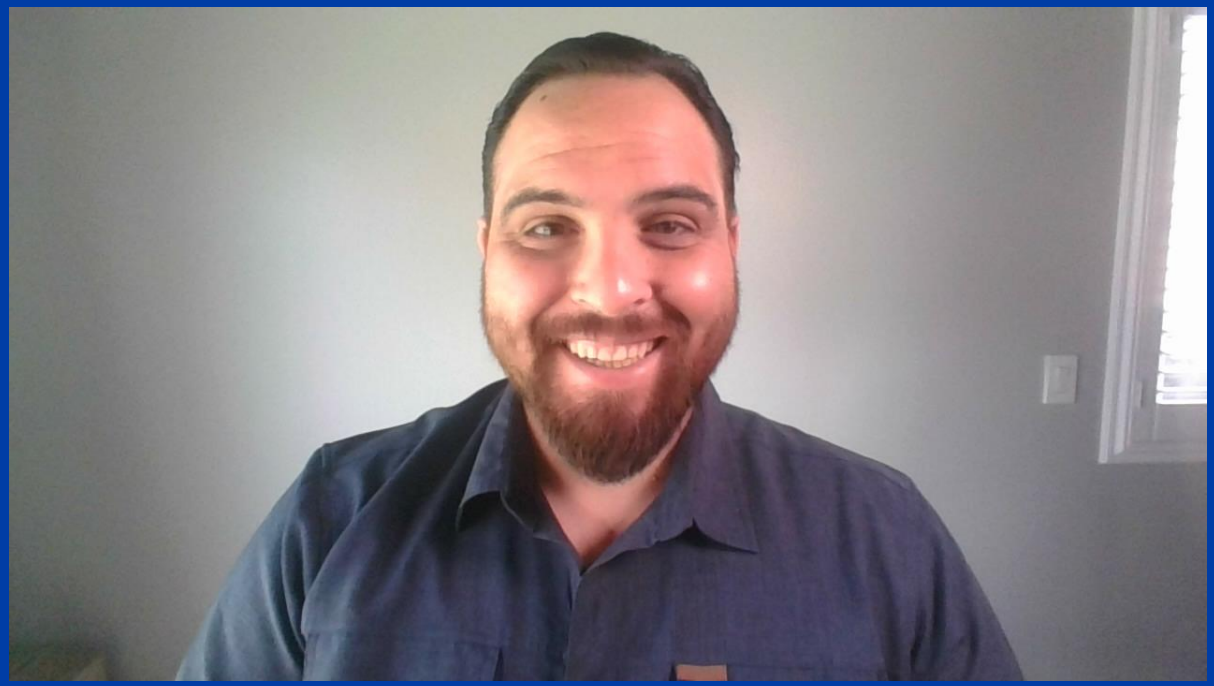
Why Framing is Important



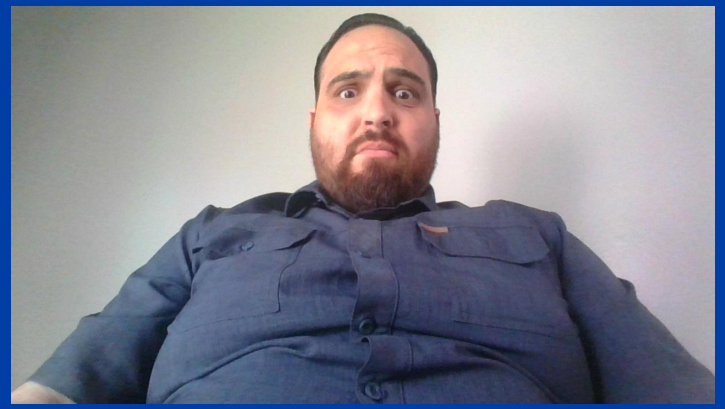
BAD FRAMING



GOOD FRAMING

Examples of Bad Framing

Avoid these circumstances to get the perfect picture.

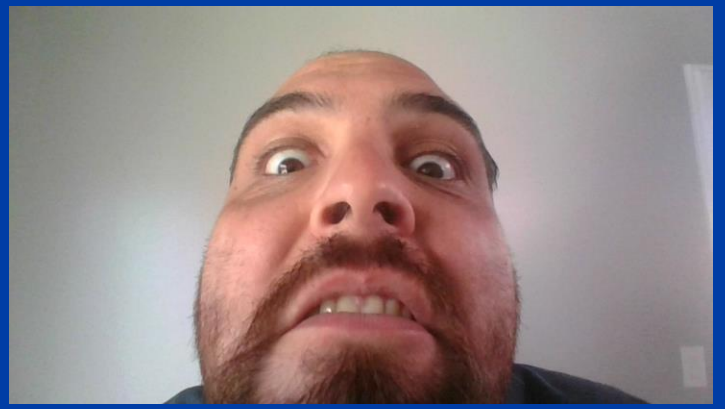


The Giant

Avoid having the camera at too low an angle. The high angles are more flattering.

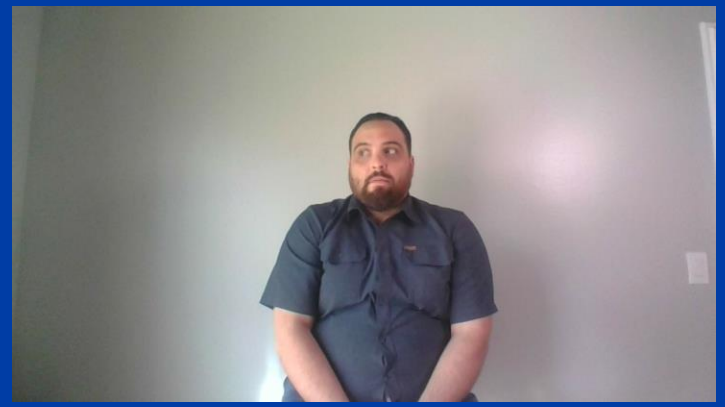
The Negative Space

Everyone wants to see your entire beautiful face. Keep your face full in frame and avoid cutting it off.



The Cat's POV

The closer you get to your camera, the more distorted you'll appear. Don't get too close.



The Audition

This angle features our subject way too far. Your eyes should be in the top 1/3 of the frame.

The Busy Background

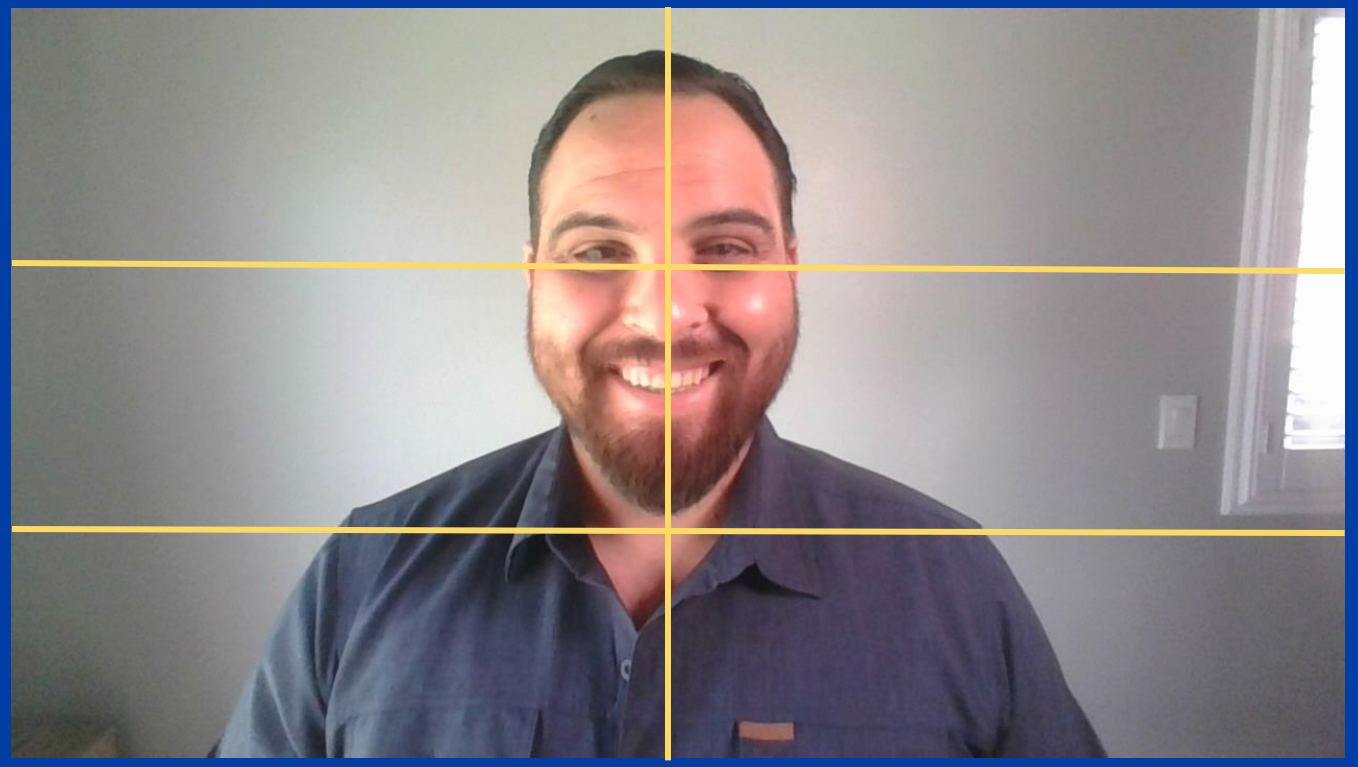
Your audience will be picking apart everything in frame so keep in mind what's behind you.

The Visitor

Having a bright light from behind is a great entrance for someone in the X-Files, not for recording.

How to Achieve Good Framing

Framing yourself in the perfect way.



Eye level

Keep your eyes at the top 1/3 of the frame and your face in the center. Look directly into the lens. This will help you make a connection to your audience.

How to Achieve Good Framing

Framing yourself in the perfect way.

Have your camera at eye-level.
If using a laptop, using books or boxes will help in getting it elevated.

Aiming the camera down slightly will give you a more flattering angle.

Improving Lighting

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Why is Lighting Important?

Avoid these circumstances to get the best exposure.

The Monster

When light comes from beneath gives our subject a particularly Dracula-ish appearance.

The Queen II

This lighting comes from directly above. Good for British rock band album covers, though!

The Witness Protection

When two light sources come from behind your left and right. Good for hiding faces from the mob.

The Angel

Being flooded with bright, direct sunlight will often cause you to appear washed out.

A Step by Step Lighting Guide

Using a few simple household lamps, you can light yourself like a professional.

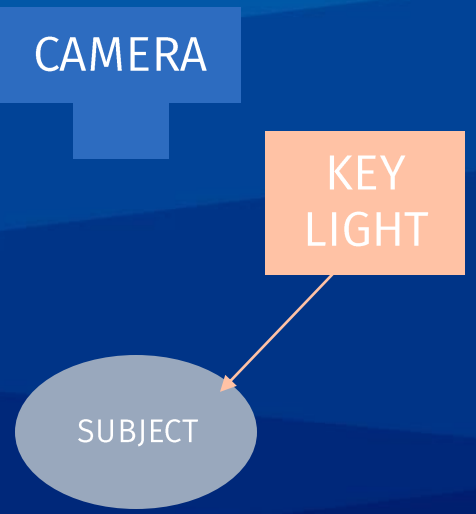
CAMERA

SUBJECT

Step 1: No Light

A Step by Step Lighting Guide

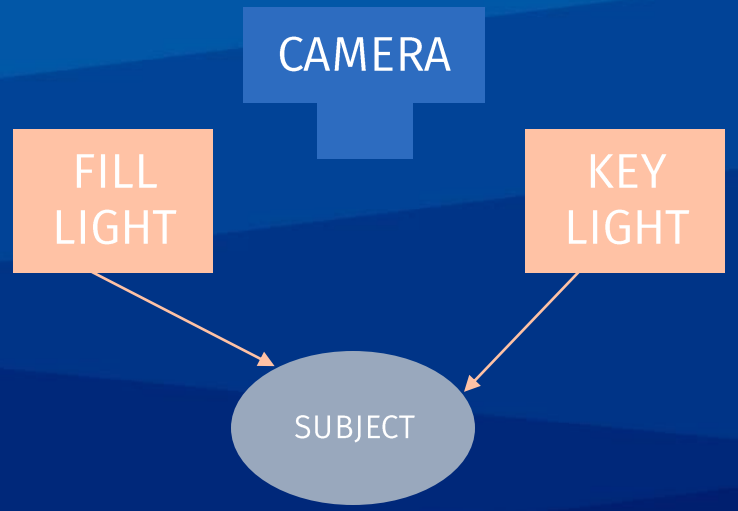
Using a few simple household lamps, you can light yourself like a professional.



Step 2. Add Key Light

A Step by Step Lighting Guide

Using a few simple household lamps, you can light yourself like a professional.



Step 3. Add fill light.

Fill light should be 50% as bright as key light.

A Step by Step Lighting Guide

Using a few simple household lamps, you can light yourself like a professional.

A Step by Step Lighting Guide

Using a few simple household lamps, you can light yourself like a professional.

With Key Light

With Key + Fill Light

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Equipment Rundown

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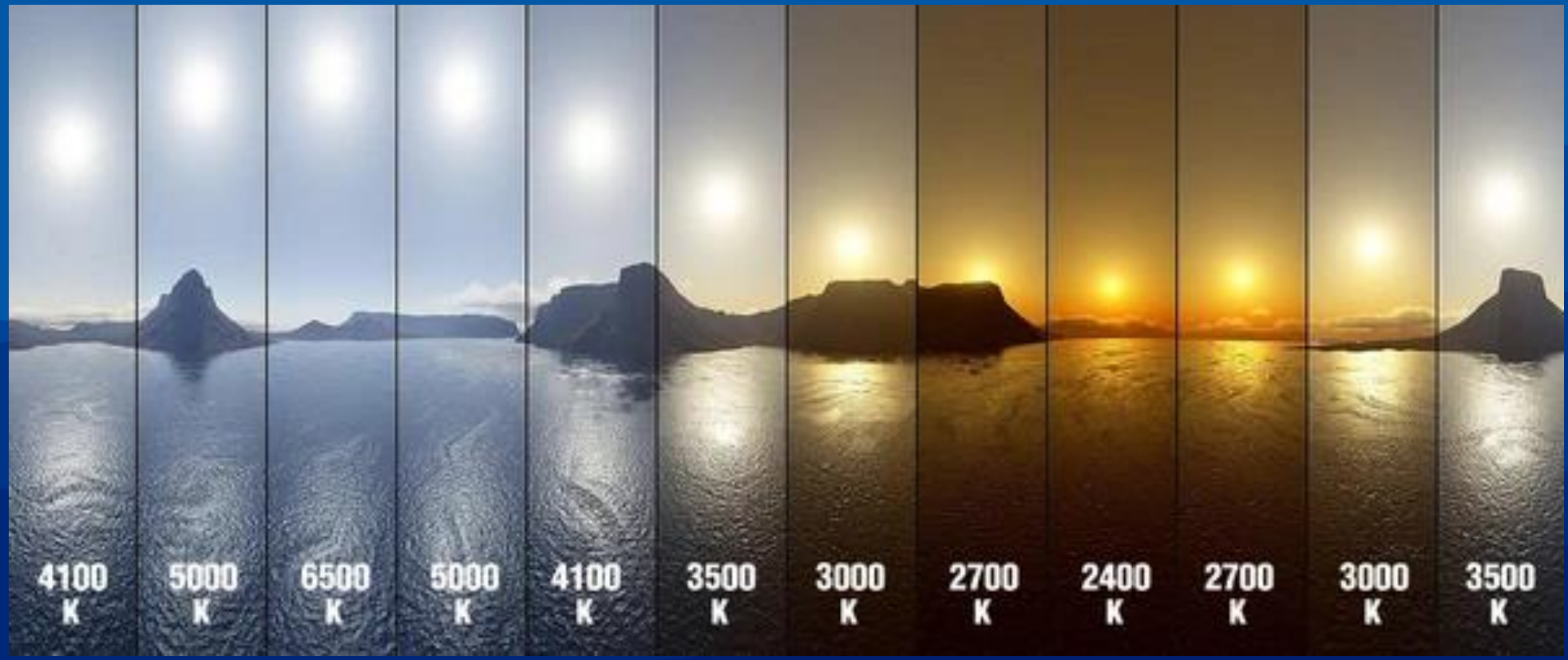
Color Temperature

Average Day

Early morning, Late afternoon, Evening



Fill Light

Key Light

Color Temperature

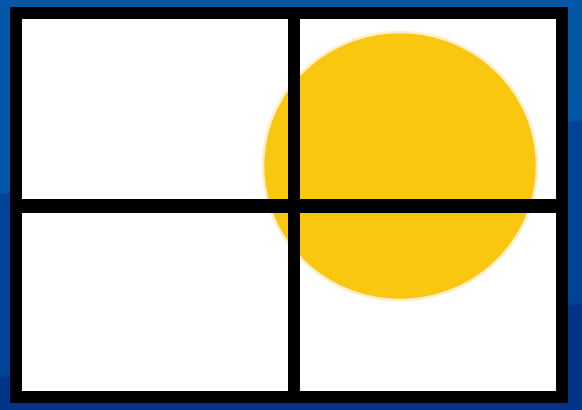
Equipment Rundown: Lighting

3300K - 5600K
LED Panel

3 for $165

Lamp
(with shade)

Desk Lamp
(bounced against wall)



The Sun
(through curtains)

Audio

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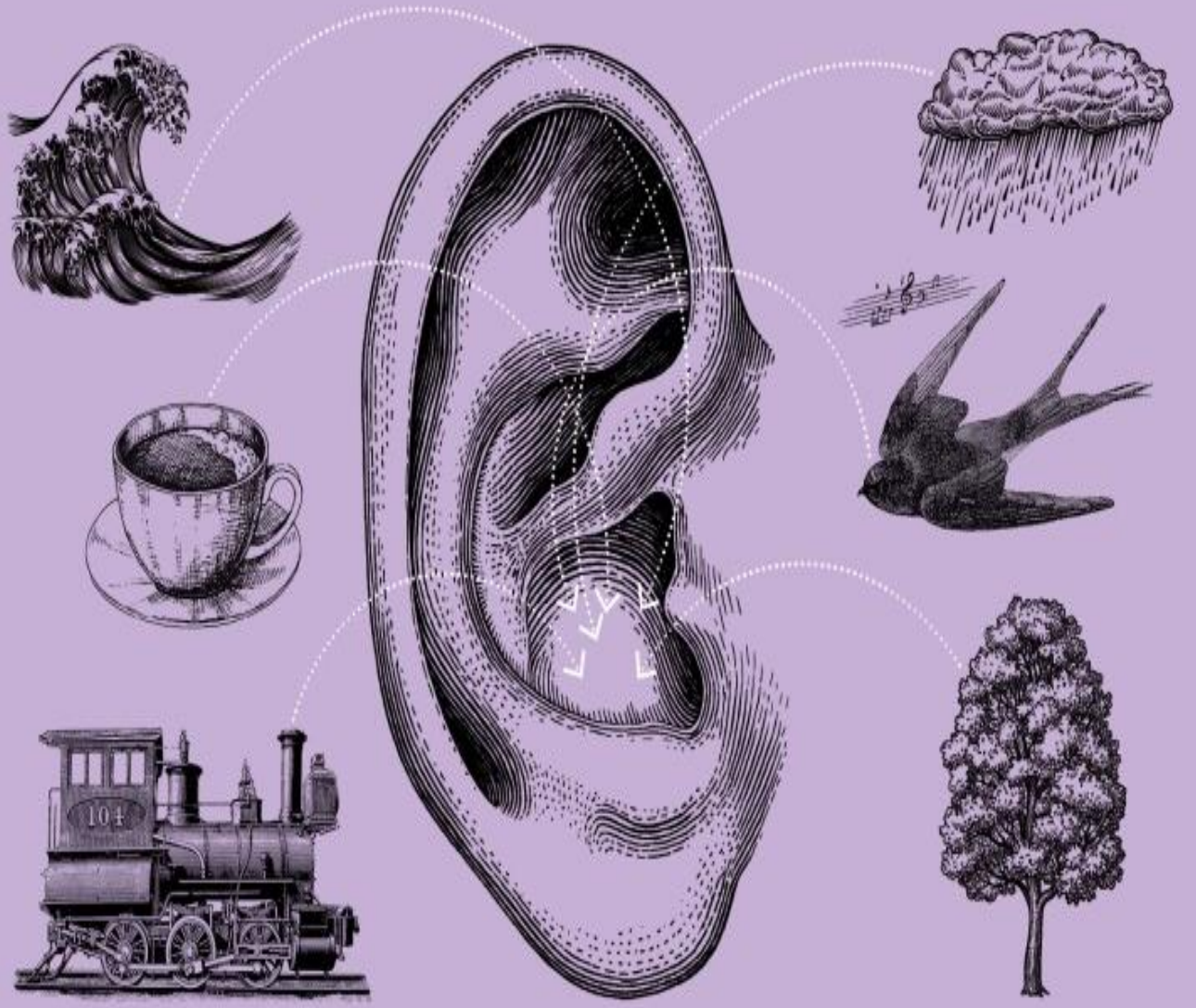
Great Audio Starts Before You Record

Minimize Background Noise

- Make sure any windows are closed, turn off any unnecessary device that can cause any disruptions. Especially phones.
- Put the pets away, stick a towel under busy door, or hang a blanket up toward a noisy window.

Test All Equipment Before Recording

- Make sure and test that your speaker/headphones are working correctly and test your audio levels before recording.



Types of Microphones

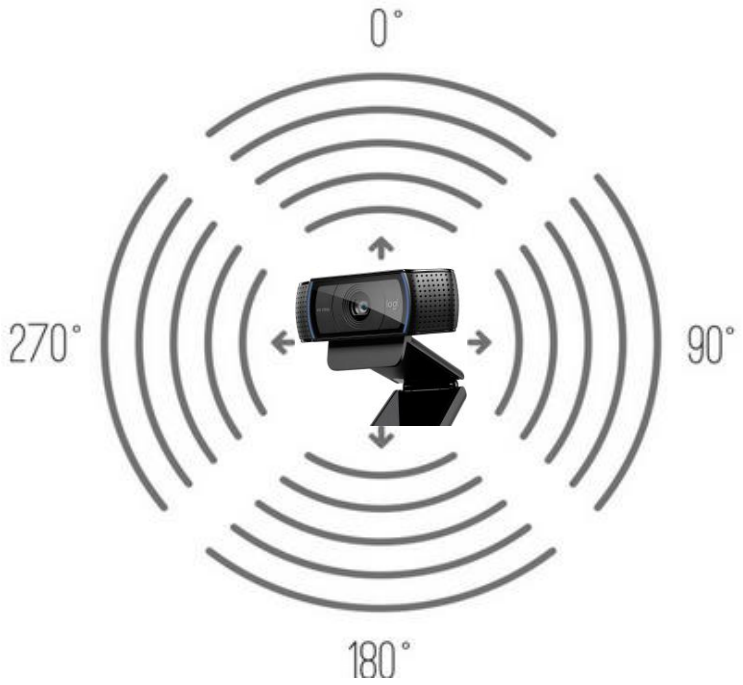
Webcam

Headset

Condenser

Microphone Recording Patterns

Omnidirectional



Picks up audio from all angles (360 degrees)

- Webcam

Cardioid

Picks up audio in one direction (isolates audio)

- Headset and Condenser

Mic Placement

Not too close. Not too far.

Webcam

- The closer the better without compromising your beautiful camera setup and lighting.

Headset

- Place microphone to the side of mouth to avoid heavy breathing.
- Keep microphone at least an inch away from mouth.
- Point it toward your mouth for optimal sound.
- Maintain the same mic placement through all recordings to keep consistency across recordings.

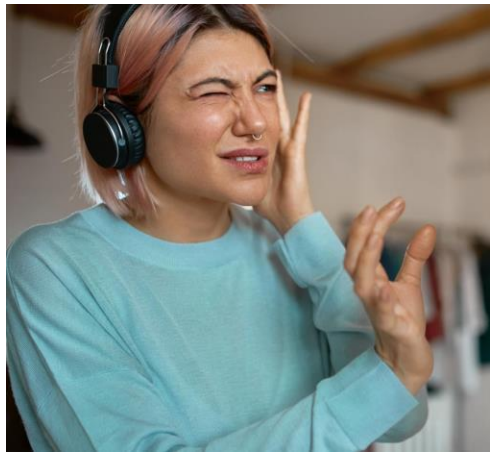
Condenser

- Keep a hands distance away and in front or side aiming at your mouth.

Audio Examples

You don’t want to be too quiet or too loud. Find a balance right in the middle.

Too Low



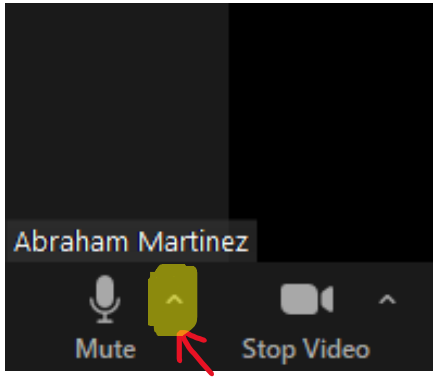
Too Loud

Just Right

Monitor Audio In Programs

Ensure speakers and microphone are working in audio settings EX: ZOOM

1.



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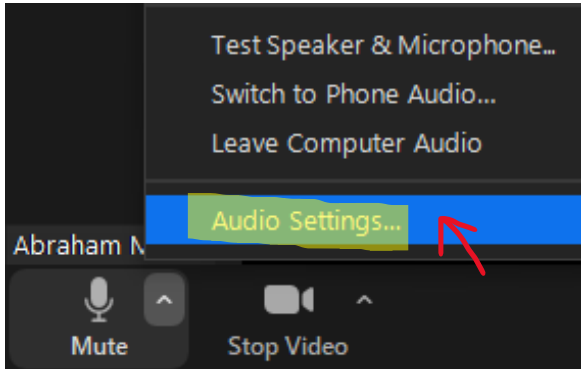

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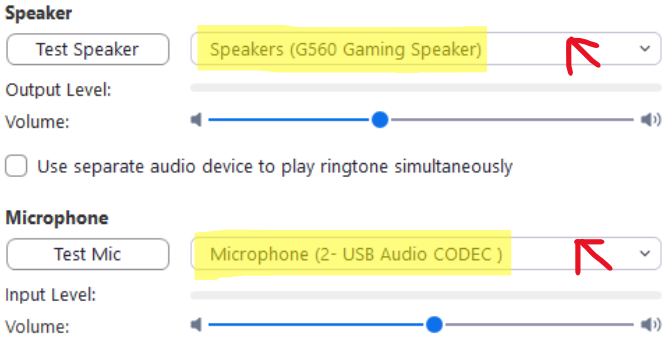

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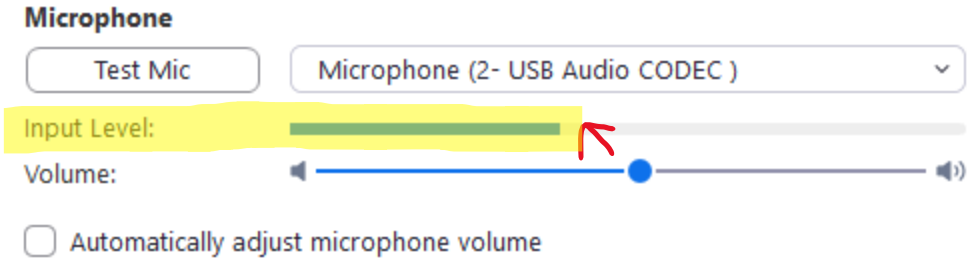
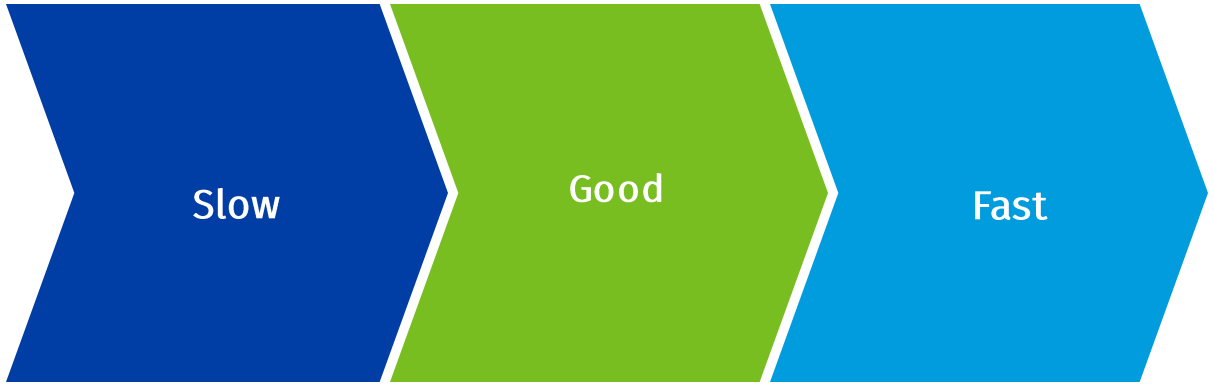


Other programs may be different, but the method is the same.

Pace Yourself



Don’t talk too slow
Boring

Watch your pace
Be understood the first time

Can you repeat that?
Lose student attention

Editing

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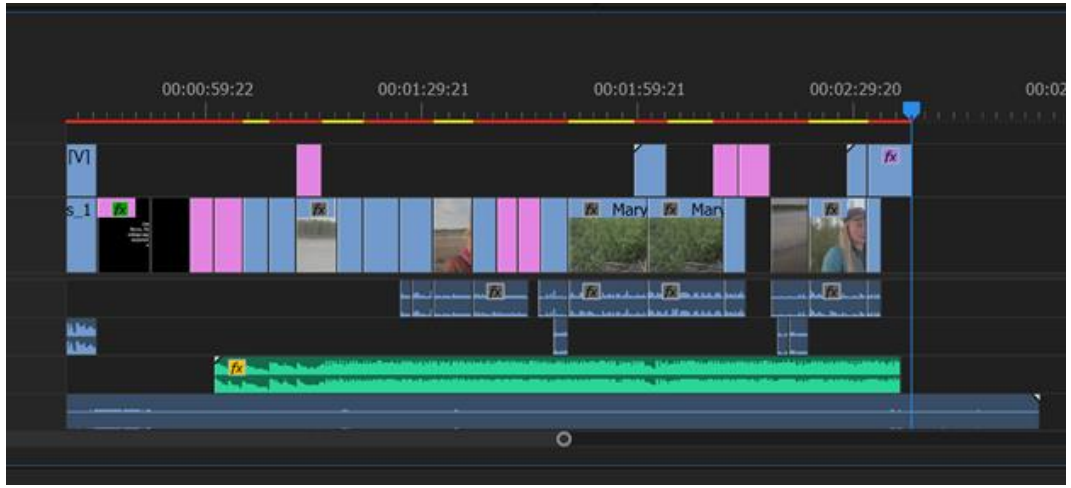
Reduce Need For Edits

Making less mistakes will decrease the number of edits.

Planning

- Be prepared for whatever you are about to record
- Re-read notes or lesson plan
- Make sure you have all required documents and files

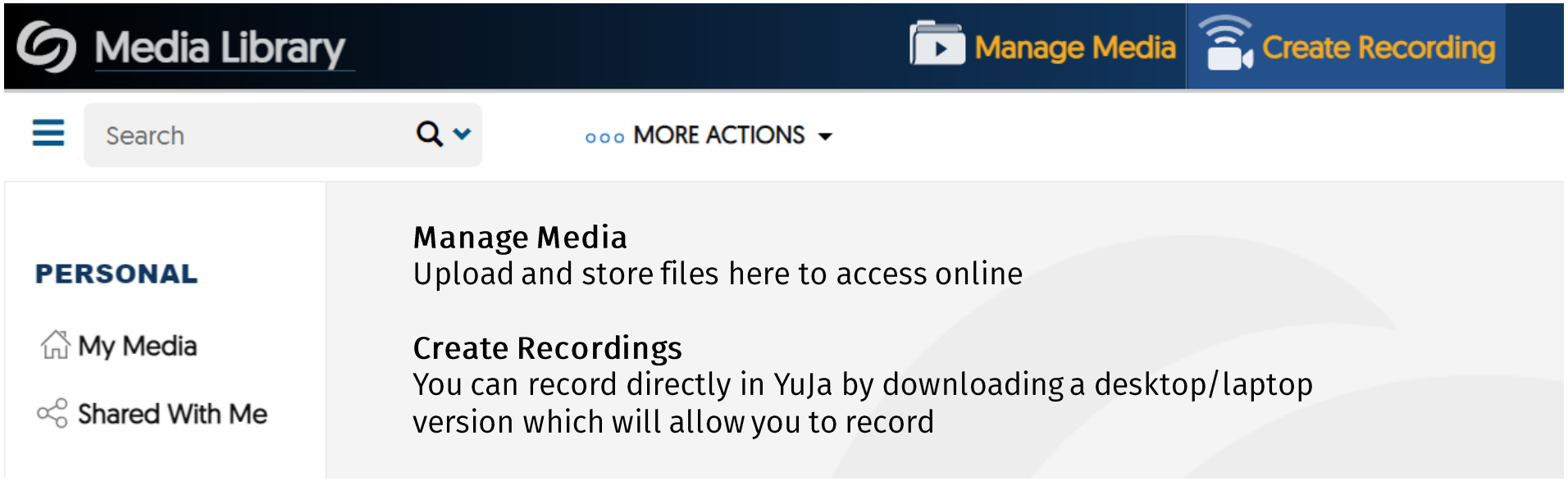
Lots of Edits



Less Edits

YuJa

Manage and Upload Videos to YuJa

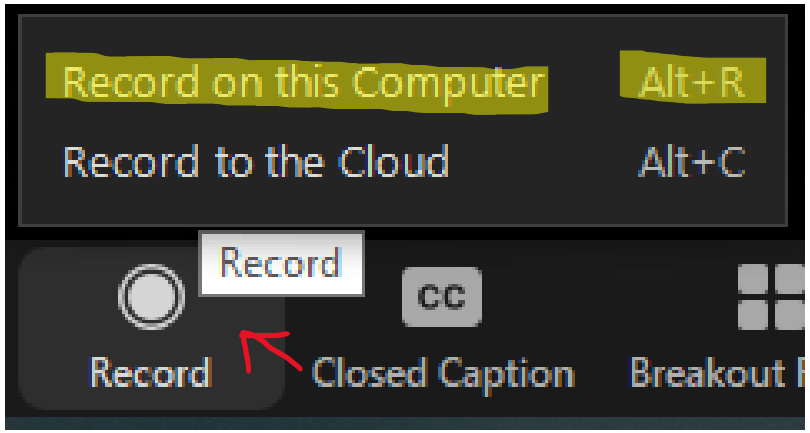


Zoom

Teacher Friendly Software

Zoom allows video and audio recordings.

Great place to record.



Checklist

Double Check Every Software/Equipment is Working Before Recording

This goes for all aspects of production including the following:

- Camera
- Speakers
- Microphone
- File Management/Storage

Q & A

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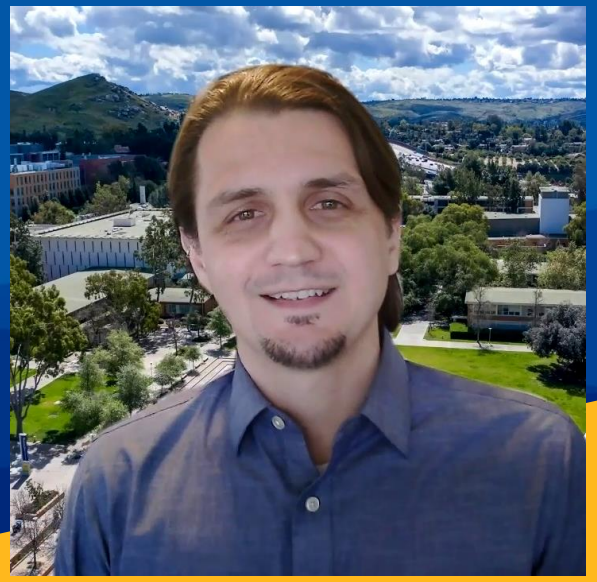
Looking and Sounding Your Best on Camera

Ann Kwinn



D Dayton

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