

The Honors College Office of Communication Quick Tips for Photography/Video Creation

Photo Headshots Tips

1. Using iPhone/cellphone works but photograph **MUST** be in portrait mode
2. No photo editing necessary
3. Neutral/basic background is necessary. A busy background will be very distracting.
4. Do not stand with back facing a window or major light source (picture will turn out dark)
5. Stand with light source in front of subject's face/body (i.e. desk lamp, window, sun, etc.)
6. Ask for help for taking photos, this will allow for room/space all around the photograph. A tripod works as well with a camera timer
7. **NO SELFIES**
8. Take the shot from chest up/waist up
9. Smile if possible
10. Repeat as many times as needed in different locations.
11. Send top three photos to Communications Dept.

Video Tips

1. You can record yourself on Zoom, Teams or by using QuickTime movie.
2. Plan ahead and practice with a stopwatch.
3. Say your name. Be optimistic. Don't overthink. Don't forget to smile.
4. If you must shoot on an iPhone, **YOU MUST SHOOT HORIZONTALLY**. Give yourself enough space on top and bottom of the frame.
5. Please rephrase the question into your answer: i.e. *What is your name? My name is _____ , Why is this important? This is important because _____*

Lighting

1. Position yourself facing a window or light source.
2. Do not put light behind you; it'll make create a dark shadow over your face.

Sound

1. Record video in a quiet location without any distractions (think wind, people, air conditioner, radio).
2. Use your ear buds with the built-in microphone or a computer microphone if you have one, although not necessary.
3. Stay close enough to the screen/phone to get the best sound overall.

Background

1. Choose a neutral space to record.
2. Clean up office space if necessary, cluttered spaces are distracting
3. Choose a clean neutral background image if needed.

Perspective

1. Bring camera to eye level. Look straight into computer camera.
2. Avoid looking up or down at computer screen. Viewers do not want to see nostrils.
3. If reading from a script on the computer, enlarge the font and place the script closer to the top of the computer edge where the camera is. This will allow a more natural look, much like you are speaking directly to the audience.

Pauses

1. Allow for 5-8 seconds once you've started recording to start talking. This allows the editing team to get a better edit.
2. Allow for 5-8 seconds in between takes
3. Allow 5-8 seconds at the end of the recording for editing purposes.