Looking and Sounding Your Best on Camera

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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

Some of the greatest teachers of all time... taught virtually.
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

The e-Learnist... tries for social presence...

Chat>> Mentor: Learning online can be as effective as learning in a classroom—especially when you have a mentor like me to answer your questions...

Student: Oh, I do everything online—grocery shopping, even dating...

I’m not saying you don’t need any human contact...

I even go to a virtual dance club and drink virtual microbrews...

I need a hug.

By Ann Kwinn + C. Kwinn

www.clarktraining.com
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

Edited by Aimee L. Whiteside, Amy Garrett Dikkers, and Karen Swan

Series Foreword by Michael Graham Moore
Foreword by Charlotte Nirmalani Gunawardena

Reference
Use of Video

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

Teach a Procedure

Course Intro
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.

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
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.

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

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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
Equipment Rundown
Color Temperature

Average Day

Early morning, Late afternoon, Evening

Fill Light

Key Light
Color Temperature
Equipment Rundown: Lighting

3300K - 5600K LED Panel

Lamp (with shade)

Desk Lamp (bounced against wall)

The Sun (through curtains)

3 for $165
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. Abraham Martinez

2. Audio Settings...

3. Speaker
   - Test Speaker
   - Output Level
   - Volume

4. Microphone
   - Test Mic
   - Input Level
   - Volume
   - Automatically adjust microphone volume

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

Slow
Don’t talk too slow
Boring

Good
Watch your pace
Be understood the first time

Fast
Can you repeat that?
Lose student attention
Editing
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
YuJa

Manage and Upload Videos to YuJa

Manage Media
Upload and store files here to access online

Create Recordings
You can record directly in YuJa by downloading a desktop/laptop version which will allow you to record
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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