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# Performance on Camera

Some insights

PRACTICE practice  
practice practice  
PRACTICE  
**practice**  
PRACTICE practice

**Tips and Tricks**

**Smartphone Settings**

**Basic Setups for Selfie Video**

### **Plan your speech**

- ... Outline main ideas;
- ... You don't need a complete script but it helps to have a plan if you want to cover the main points;
- ... Practice to pronounce the words;
- ... Choose short sentences;

# **Tipps & Tricks**

To have an authentic speech presence on video, is not an easy task - but with the right tools, tricks and practice you can increase your performance.

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## **Make eye contact with cam**

- ... Look directly into the camera lens as you are speaking to a person
- > Imagine you're speaking to a good friend

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## **5. Composition**

... Getting more appealing and better-balanced image with a composition. Rule of thirds;

*(5.2) Dirty Lens ... Not unimportant: do not forget to clean the camera lens before filming and check the storage space to avoid unexpected interruptions while creating a selfie-video;*

## **Additional gear**

that definitely will improve the quality of your video:

1. Tripod
2. Microphone
3. Light source
4. Apps for Editing



# AUDIOVISUAL ILLUSION



Video is an Audiovisual Medium  
... Clear voice  
... Maybe even sound elements?  
> “What sound quality  
has an empty room?”



For smartphone video:  
The main function of the **ring light** is to lessen shadow and diffuse light evenly on the subject. Because of its ability to distribute light so evenly, it is great for close-up shots.



> Part of film as an art form is creating light sceneries

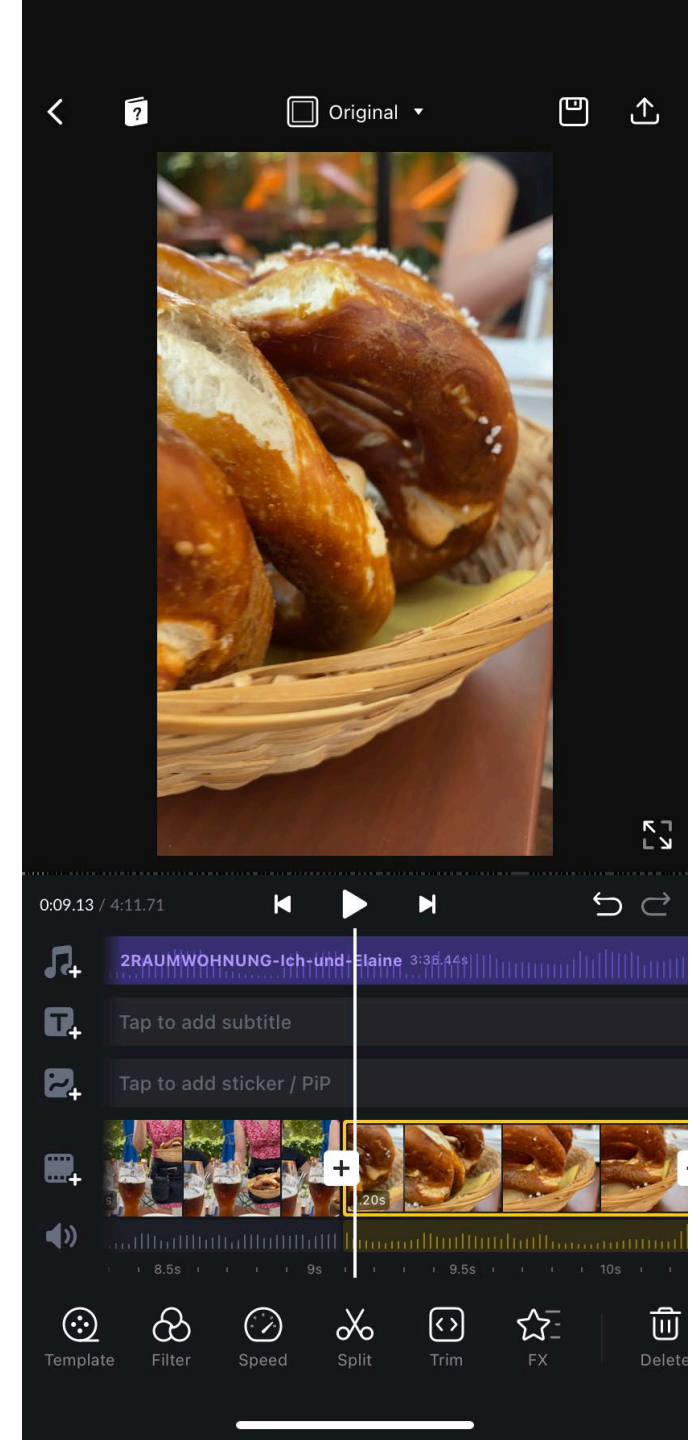


# Apps for filming and smartphone editing

... FilmicPro

... VN

... etc.



# Thanks! Q & A

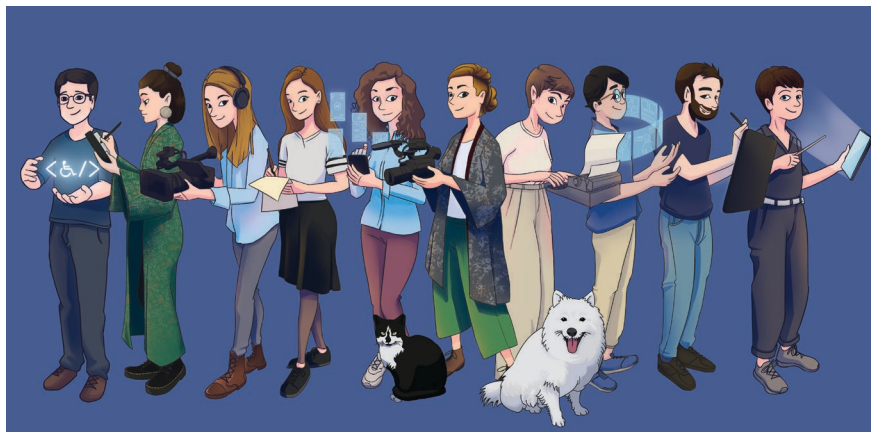
## Further infos:

Video with further a bit more in-depth view on the topic (german): “Präsenz vor der Kamera – warum ist das so schwierig?”

Look for: Educational Media LET  
ETHZ, Digital Skills



Audiovisuelle Wahrnehmung - oder wie funktioniert Video? 2021



Präsenz vor der Kamera - warum ist das so schwierig? 2021



Lehr- und Lernkulturen in einer globalisierten, digitalen Welt