Performance on Camera

Some insights
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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**Speaking**
- Not too fast (when you get nervous, you’ll speak faster);
- Use your hand gestures (they can help you think!);
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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
5 simple ways to configure everything and get professional results, while you are filming yourself with a smartphone.

1. Selfie-camera or back-facing camera
   ... Difference and what to choose?

(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;
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1. **Selfie-camera or back-facing camera**
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2. **Use a placeholder**
   ... Use any object to place it where you would have yourself standing, set the focus and exposure to make the image look good;

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3. Screen mirroring
   ... Set up mirror behind your phone screen and angle it in a way that you and monitor your screen. Apps designed specifically for screen mirroring;

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   ... video formats focus, exposure, grid;

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

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Additional gear that definitely will improve the quality of your video:

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