



6 TIPS

FOR FINDING THE

BEST CAMERA ANGLE

FOR VIRTUAL PRESENTATIONS

Depending on how you position your camera, you can either make virtual attendees feel comfortable or intimidated and distracted. Here are 6 tips for finding the best camera angles.

1 EYE LEVEL



Raise your camera up so that it is at, or slightly above, eye level with you while comfortably sitting or standing. If you are using a laptop to capture your presentation, then place it on a platform (a box, table, etc.) to raise it up to an appropriate level. When the camera is slightly above eye-level, this helps to keep your eyes open, and your chin up.

2 STAY STILL



Try to remain in place – avoid moving around too much. Remember that your lights can't follow you around, so stay within the zone that you have allotted for yourself.

3 ARMS LENGTH



Sit/stand within arm's length of your laptop. Most webcams have a wide-angle lens – if you are too close to the camera, the lens will distort the image creating a fisheye effect. 3'-4' away from your camera is ideal, about from the chest up.

4 HEAD ROOM



Make sure to leave a little headroom in your frame with a little bit of space in between the top of your head and the top of the camera shot.

5 RULE OF THIRDS



The Rule of Thirds: try to imagine your frame split into horizontal thirds. Aim to have your eyes at about 1/3rd of the way from the top of the screen, leaving just the right amount of room between the top of your head and the top of the frame.

6 EYE CONTACT



Look into the lens! Try as much as you can to look directly into the camera as you are speaking, otherwise it can distract viewers. Eye contact, even virtually, is what connects you to your audience.



"Speakers need to adapt from creating just a presentation to creating an experience, they now must hold the attention of their audience, not just grab it."

LAUREL MILLER