



Pre-recording video presentation guide

Get ready to go virtual

At Showcare, we specialize in virtual and hybrid events, helping our clients create impactful events both online and onsite.

Just as you would while speaking to a group of people in person, you want to look and feel your best when pre-recording your sessions from your home or office.

We have developed this on-screen readiness guide filled with tips and tricks to ensure you put your best foot forward during your next presentation.





Before you begin

Video session considerations



What is the name or topic of your presentation/session?



How long will your presentation be? How long will your video run?



Are you primarily on screen?
Develop an interpersonal connection with your audience by being visually present (eye contact, mannerisms, voice volume etc.).



What AV elements do you plan to use to complement your presentation?

- Examples include PowerPoint, YouTube, or other online videos, music, or audio samples.
- Remember to avoid using copyrighted music or videos as streaming encoders can detect copyright infringement and will take down streams without notice when detected.



What devices do you have available to you to assist with production?

- Cell phones, laptop computers, desktop computers, tripods, movable lights and DSLR cameras are great options.
- Consider the age and condition of these devices. A brand new smartphone will likely be the best camera that most people will have access to, and will present a far higher quality image than a standard webcam. Similarly, an older (but still functioning) smartphone can be utilized as an audio recording device.



Will you be editing your own presentation or will you have an editor on standby to assist? If you will be editing your own presentation, you may opt to record everything in one take to avoid post-production edits.

We recommend using Apple's iMovie video editing software (Mac users) or using presentation software like Prezi.



Is there another person who you can ask to be your production assistant? Having another set of eyes to help look over the shot can make all the difference.



Before you record

Pre-production setup



Camera options



Webcam

Using your built-in or external webcam, ensure that you are happy with the quality of your visual displayed on the screen.

- For an external webcam, simply plug it in with the USB input provided and select it as your primary camera on your computer.



Cell phone

A cell phone can be used to record yourself on screen.



DSLR camera

To connect your camera to your computer for recording videos, you will need a cable with USB and HDMI outputs and a capture card. Set the camera as your default.

Sound

Avoid using the default microphone on your computer/laptop/phone by using an external headset (with a microphone). These can be the earbuds/headphones that usually come with your device.

For an external computer microphone, simply connect it via a USB input and **select it as a default microphone** in your System Settings (Windows), System Preferences (Mac) or on the Chrome settings page if you are recording online.

Use your wired headset and microphone, your earbuds, or a similar in-ear microphone for your vocal input. For Bluetooth headsets, ensure to enable Bluetooth on your computer. If it does not have Bluetooth capability already built in, you can plug a Bluetooth USB adapter into an available USB port on your device. Once your microphone/headset is connected, set it as your default the same way as detailed above.

You may also opt to record your voice on your phone through your voice record app that comes standard with most phones (if you have post-production video editor support).





Environment



- 1 Choose a clean and neutral background with good lighting. If possible, make use of natural lighting by facing a window.
- 2 If natural lighting is not possible, consider using a desk lamp. Adjust the position of the lamp accordingly, so the light is not too bright (leading to glare on your face), but uniformly illuminates your face.
- 3 Avoid bright light sources behind you as they can make you appear in silhouette.
- 4 Avoid sitting directly under a ceiling light, as that can lead to a harsh top-down lighting situation.
- 5 You may also opt to add visual interest and show off your personality by featuring items such as books, plants, art, fireplace, or a well-organized room in the background.
- 6 Adjust your computer's camera or webcam to eye level and look into the lens instead of at your screen while speaking. Make sure you are centered in the frame.
- 7 Avoid wearing glasses if possible but if you need to wear them, try tilting them down slightly to reduce reflections and use softer light sources to avoid any unwanted shadows or glare from your lighting.



Video recording methods

Now that you've accounted for your production tools - it's time to record. You'll most likely use your computer screen to record your entire presentation. In that case, you will want to use Zoom (or a similar video conferencing app) to record the delivery of the presentation and your screen.

Other presentation platforms such as Prezi and Camtasia offer session recording that you may opt to use for your visual components. Here we will explain how to record your presentation using a cell phone and via Zoom.





Use your cell phone as your main camera



Use the newest cell phone you have to record your video. Be sure to use the front-facing camera, not the “selfie camera” as the front-facing camera has a superior quality.

a

Use the standard video recording app that comes with your cell phone.

b

The use of earbuds with a microphone is highly recommended to give you the best possible audio quality.

c

d

We recommend using a tripod with a smartphone mount if you have one available. Otherwise, you can create a tripod effect by placing your cell phone on a stack of books to bring your cell phone up to eye level. Ask someone to check how you appear in the frame.

e

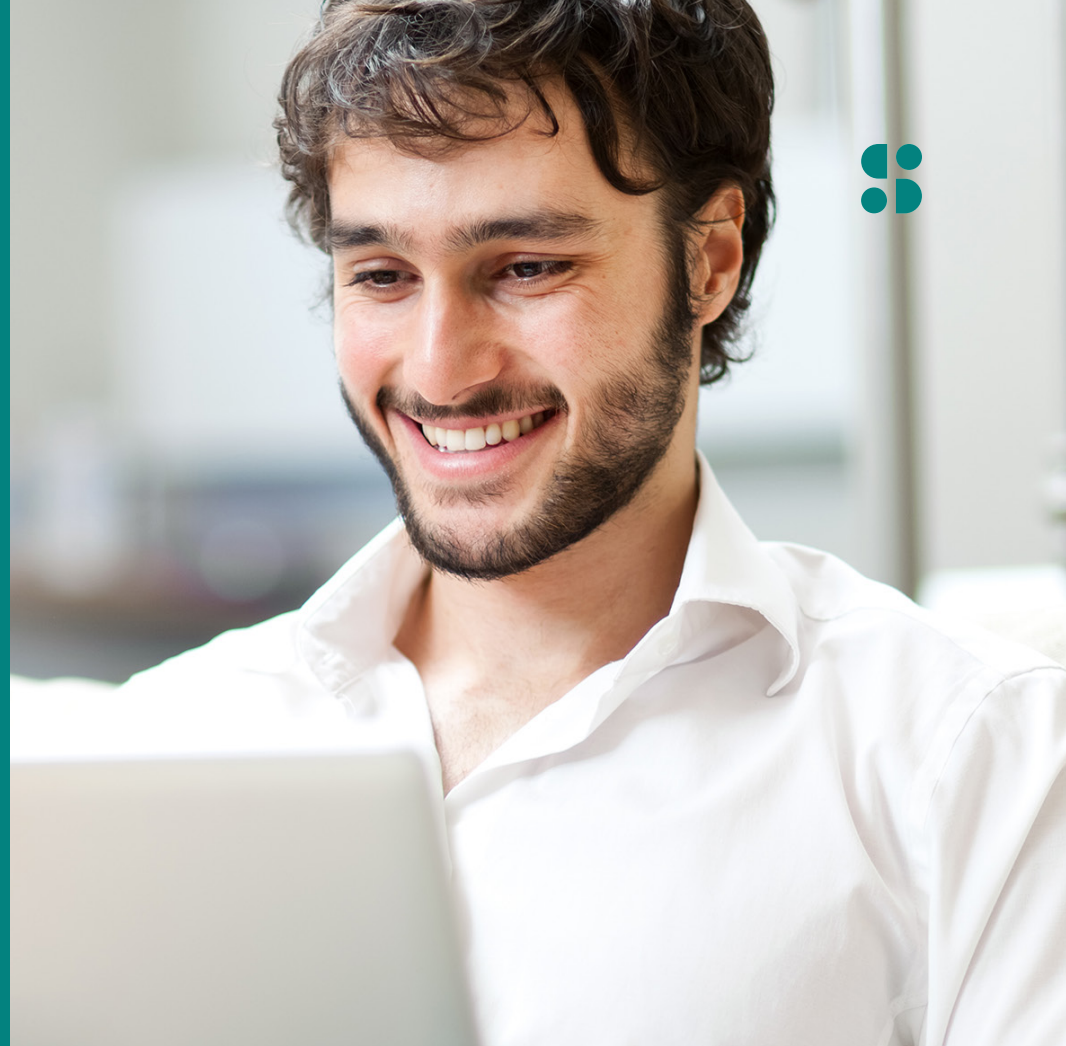
Once you start recording with your phone, keep the camera rolling until you have finished your presentation. If you have a video editor to help piece together your phone presentation with your visuals, it's best to shoot it all in one take.

f

After your video is finished, you can try emailing it to yourself. Your video file may be too large to email, in this case, here are some quick troubleshooting links:

Android <https://www.mobikin.com/android-backup/how-to-send-large-video-from-android.html>

iPhone <https://www.mobikin.com/idevice/how-to-send-long-videos-on-iphone.html>





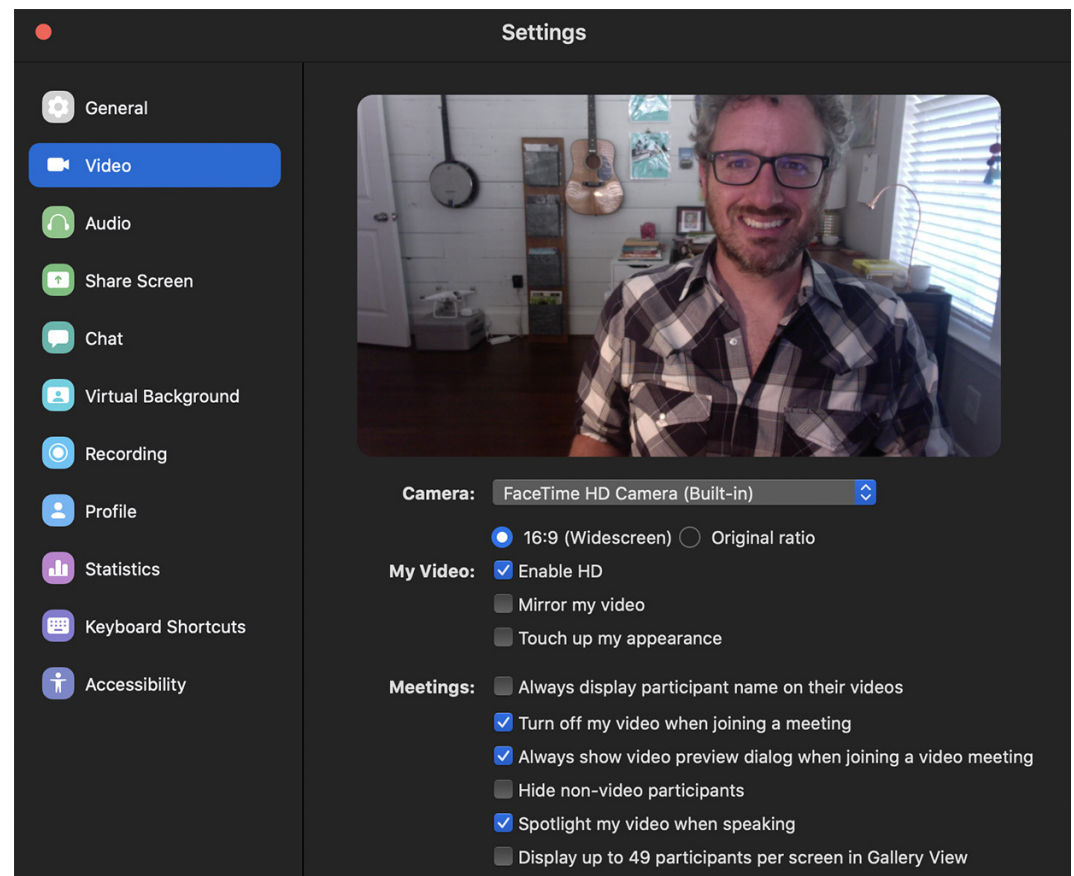
Setting up Zoom to record your screen

First let's get your Zoom account ready to record your screen:

- Open your Zoom app on your computer and make sure you are running the newest version of the software.
- Once open, go to your settings.

Under the “Video” tab, make sure the following options are checked to look like the screenshot to the right.

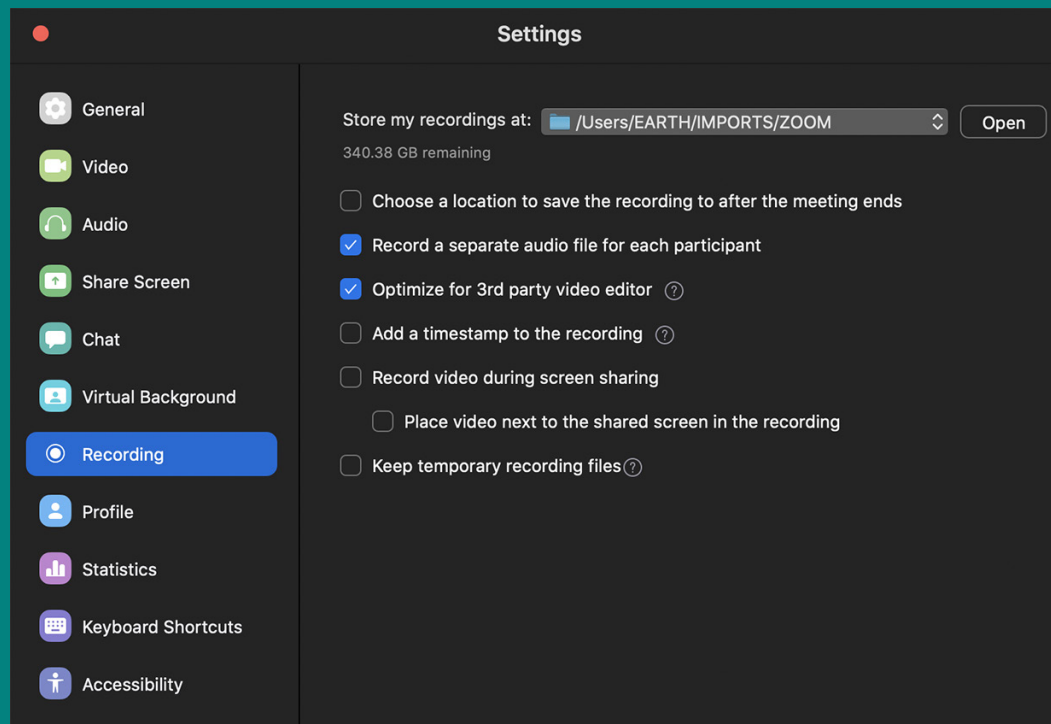
It's important to click the “Enable HD” setting.





Under the “Recording” tab, make sure the following options are checked to reflect the screenshot below: “Record a separate audio file for each participant” and “Optimize for 3rd party video editor”.

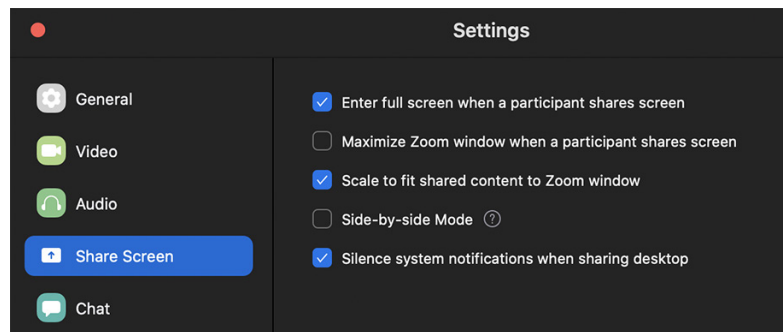
It’s also important to uncheck “Add a timestamp to the recording”, “Record video during screen sharing” and “Place video next to the shared screen in the recording.”



Please note the location where your recordings are being stored. Most computers save these files by default to either the “Movie” or “Documents” folder. You can change this folder to one of your choosing.

Zoom recording your presentation

- Open the Zoom app and start a meeting as you normally would, making sure to test your audio levels. You don't need to invite anyone else to the meeting.
- Remember to check your “Share Screen” settings to ensure you're ready to record. You can access them by clicking on the arrow beside “Start Video” at the bottom of your main window, selecting “Video Settings” and then “Share Screen”. We recommend selecting the following options here:

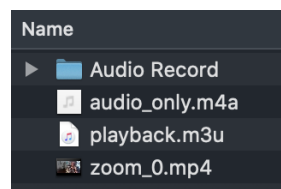


- On the menu bar at the bottom of the window, click “Record”.
- Once the meeting is being recorded, click the “Share Screen” button. This may prompt you to select an open window to record, in this case, you can select your PowerPoint, your video, or any media you would like to share.





- When you have finished your presentation, you can simply end the meeting. At that point, Zoom will automatically convert the video and save it in the location indicated in your settings.
- If you have trouble finding your recording, go back to “Settings”, click on the “Recording” category, and next to the top item that reads “Store my recordings at:”, click on the “Open” button. Your final recording will be a folder with files similar to what you see below. You can upload the entire folder to Dropbox.



File format

Your final video needs to be a .mov or .mp4 file, with a maximum resolution of 1920x1080 (FHD) and a minimum resolution of 1280 x 720 (HD).

Please upload your final video and any other media assets that are part of your video to the link provided by your production team.

