

Lighting

Lighting - A Quick Guide

CONSIDER LOCATION

We all want to show our best selves online and one of the best ways to do this is through good lighting. Best lighting source: natural light, try to do your videos facing or near a window

To Shade or Not to Shade

SMALL ROOM LIGHTS WORK TOO!

Rather than going out and spending a lot of money, if you have a small room light, think about taking the shade off. This will also work too!

Computer light?

COMPUTER LIGHT BREAK DOWN

The light from the computer emits a blue type of light which is not flattering, better to use a lamp and insert a warm colored bulb

Overhead Light

ALSO A GOOD OPTION

Try to be in a room with overhead light. Even though the light is shining down on you it is still a good option. Try not to have a light source behind you - this will give you a halo affect.

Before Going on Camera

LOOK FOR SHADOWS

Go online and see if your face has a lot of shadows on camera - shadows can age you. Readjust where you are sitting or your light source for a more flattering look

More Lighting Options

Here are some great options online that will fix lighting issues

LUME CUBE CONFERENCE LIGHTING KIT

https://lumecube.com/products/video-conference-lighting-kit-for-remote-workers?gclid=Cj0KCQjwnoqLBhD4ARIsAL5JedKXH7LLAZPhiZ30Q3zAj8ytYkifrEcypjg_xy81Rzt3275Q1OlePk0aAoXJEALw_wcB

CYEZCOR VIDEO CONFERENCE LIGHTING KIT

https://www.amazon.com/Cyezcor-Conference-Broadcasting-Streaming-Conferencing/dp/B08LZKSMRH/ref=pd_lpo_3?pd_rd_i=B08LZKSMRH&psc=1

PHILIPS NON-DIMMABLE A19 FROSTED LED LIGHT BULBS, DAYLIGHT 3000K COLOR TEMPERATURE (16-PACK)

Great to put in a desk light for a flattering look

TAOTRONICS LED DESK LAMP

An alternative to a ring light

ONE LAST TIP

Camera or laptop placement can also go a long way to making you look good on video calls. I know it sort of sounds normal to have your head be dead center, but that actually looks weird. You want your head to be more towards the top of the screen.” This means you will need to put your computer or camera at eye level or about one or two inches above it. You can do that by sitting a laptop or camera on top of a few books - the Strategist online