



**A Guide to
Recording your
Congratulatory
Video Message**

+Prepared for



Ryerson University Law School Opening Event



+Introduction

Hala Events has prepared the following comprehensive guide to assist you with recording your congratulatory message.

In this guide, we will cover:

- * Delivery
- * Framing
- * Lighting
- * Equipment & Recording
- * Practice makes perfect
- * Attire



+Delivering your message

- * **Voice.** Try to sound natural so your rhythm and tone is appropriate to the message. Develop three important qualities: volume, intonation and pacing.
- * **Smile.** Be as natural, relaxed and warm as possible and try to be animated and energetic. Speak with feeling!
- * **Water.** Have a glass of water close by in case you need it
- * **Don't chew gum.** Period.
- * **Language Use.** Use short sentences and simple words. Speak slowly and clearly enough that everyone can understand every word.
- * **Body Language.** Stand/sit straight but not stiff. Use your hands as gestures and let your body react to how you feel. Keep hand gestures raised above the table and visible to build charisma and augment a message by essentially highlighting and underlining key points.
- * **Eye contact.** Make strong eye contact with the camera by taping a post-it note or a photo of a loved one above your computer camera to draw your eyes upwards.
- * **Breath.** Take a deep breath before pressing record and be yourself.
- * **Have fun!**



+Some tips



Practice Makes Perfect

Practicing multiple times allows you to be able to make better eye contact with the camera

Framing: Centered

When most people sit down in front of a webcam, they position themselves so their head is in the middle of the screen, which creates too much empty space above your head. In industry speak, there's too much head room. The solution? Raise your laptop or tablet so that your eyes can peer directly into the webcam. In other words, your device should be at a height such that your webcam is directly in your line of sight.



+Some Tips



Simplify the background

Messy closets. Cluttered bookshelves. Laundry on the couch. Find a different location with fewer objects behind you. You want people to focus on you, so keep the background as simple and uncluttered as possible.

Choose a clean, bright wall. Avoid bookshelves or walls with a lot of paintings or posters. Close any doors that might be in the background.

Lighting is important.

The only thing worse than an unflattering camera angle is not being able to see someone's face at all. This can happen when a window or bright light is behind you—you become backlit. If possible, position your computer so you're facing a window to take advantage of the natural light coming in. If there's no window or it's dark outside, turn on overhead lights or set a lamp on either side of your computer to provide a soft, even light.



+Equipment & Recording

- ⊛ Use an external mic if you have one (e.g. USB Mic)
- ⊛ Use a zoom account to pre-record if you don't have an external camera (Go Pro, Cell Phone, ipad)
- ⊛ If using your cell phone/ipad to record, hold it horizontally rather than vertically so the video will fill the screen in a 16:9 setting
- ⊛ Use a wired internet connection if recording via zoom
- ⊛ Provide the finished file as downloadable file and not a stream link
- ⊛ Provide the file as a MPEG, MOV, MP4



+Attire – What to Wear

When you are on camera, what you wear matters. The camera reacts differently to certain colors and patterns.

- * **Blues/cooler tones.** Blue and other cool color tones enhance presenters on camera.
- * **Tie long hair back.** Hair can interfere with microphones and cause unwanted noises.
- * **Contact lenses.** If possible, avoid glasses because they can cause glare. If contacts aren't an option, make sure to adjust your lighting.
- * **Makeup.** Foundation helps men and women avoid looking too shiny or washed out.
- * **Jewelry.** Go light on the jewelry to avoid distractions.



+Attire – What Not to Wear

- ⊛ **Small patterns.** Patterns (e.g., polka dots) can create interference with the camera, known as a Moire effect that creates ripples on the screen.
- ⊛ **Busy, colored patterns.** Large patterns with lots of colors can be distracting for viewers and distract audience members from your presentation.
- ⊛ **High contrast colors (white, black, mixed).** High contrast between colors can make it difficult for the webcam to get the right tone.
- ⊛ **Shiny jewelry.** These accessories can reflect your room's lighting to create a glare. The resulting glare will distract viewers and make it hard for them to see you clearly.



THANK YOU!

STUDIO

hala inc.

110 Logan Avenue

Toronto, ON M4M 2M8

PHONE

416.413.1454

EMAIL

info@halainc.com



@HalaEvents



@halainc



@halaevents



hala bissada, CFRE
PRESIDENT & CEO

www.halainc.com