

# How to look Great in a Video Call Infographic

## Why is framing so important in video calls?

More and more meetings are happening virtually.

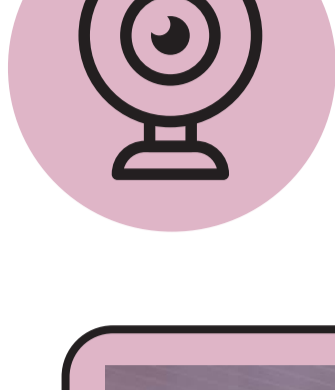
This means you are representing you and your organisation digitally through online meetings.

Properly presenting yourself in a Zoom meeting, webinar, or Google Meet session is the same as dressing up and making yourself presentable in a physical meeting.



## How Can I Make My Video Call Look Good?

### How can I look better in Zoom?



#### Camera Angle

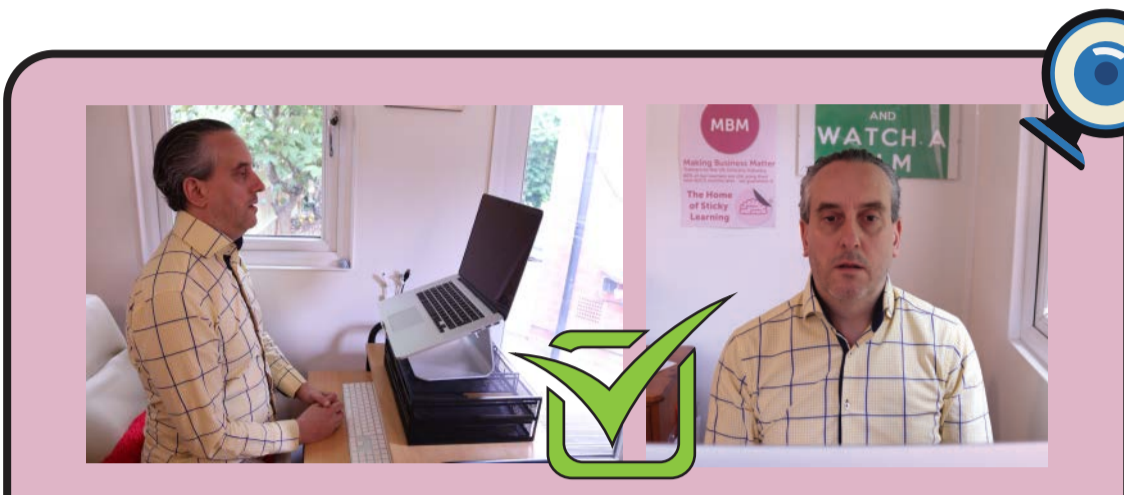
Laptop cameras often forces you to bend and look awkward or be too far away and make you look distant and disengaged.



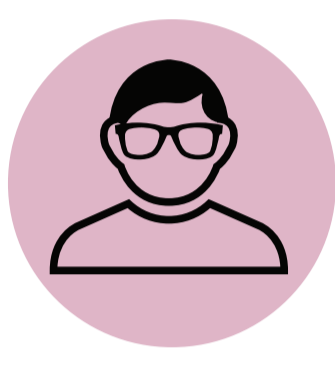
Camera is tilted and subject looks distant



Subject is closer but is looking down on the camera

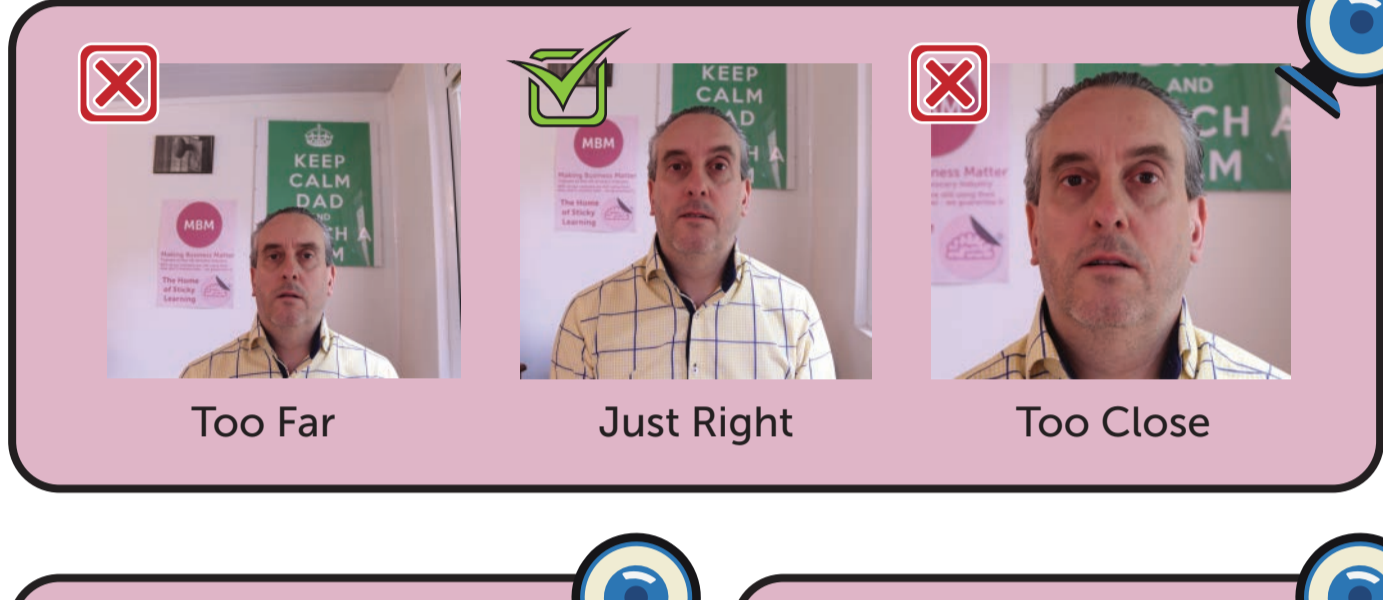


Tip: Use a few books or a laptop stand to lift your webcam to eye level. Don't forget to look into your camera, not your screen, when addressing people directly.



#### Headspace

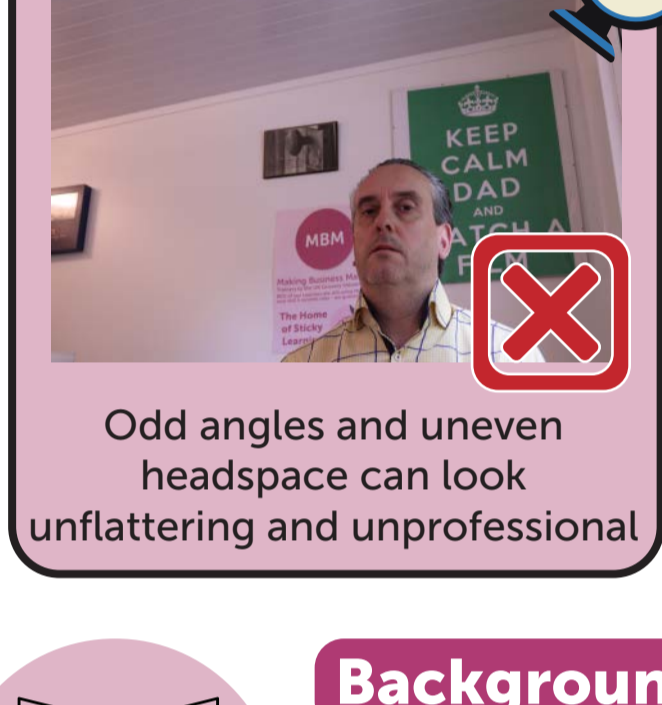
Your headspace can make you look smaller or taller. Too much headspace can also bring the attention to your background instead of you.



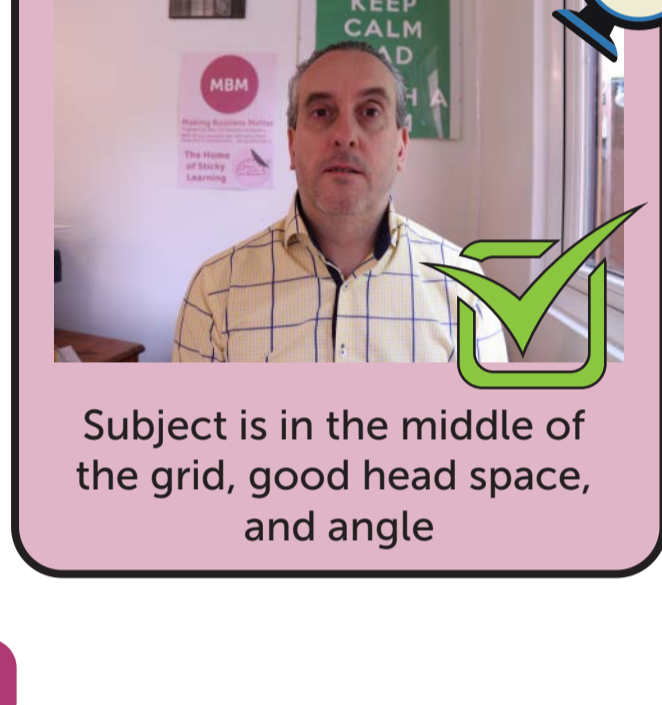
Too Far

Just Right

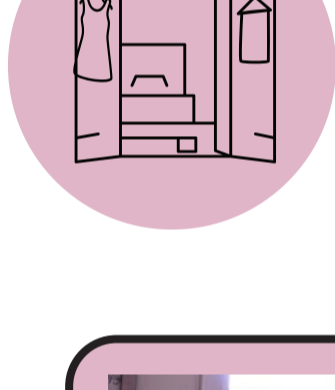
Too Close



Odd angles and uneven headspace can look unflattering and unprofessional



Subject is in the middle of the grid, good head space, and angle

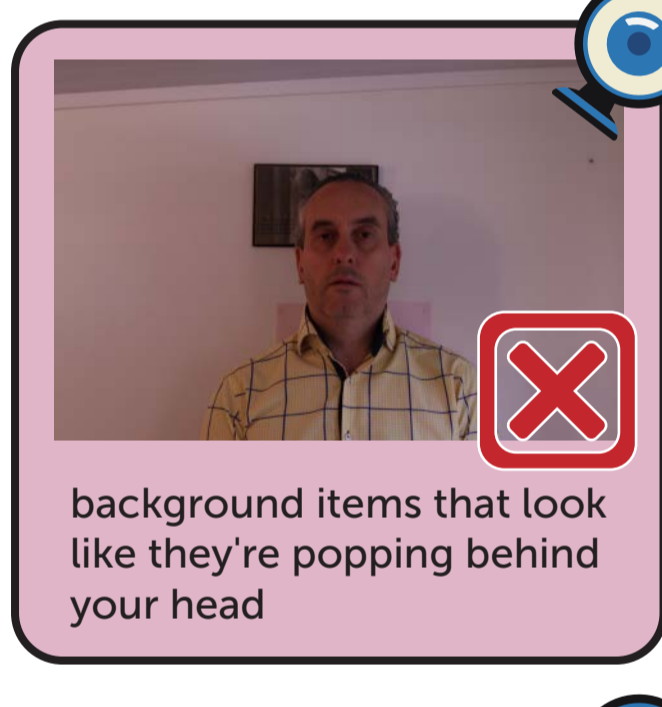


#### Background

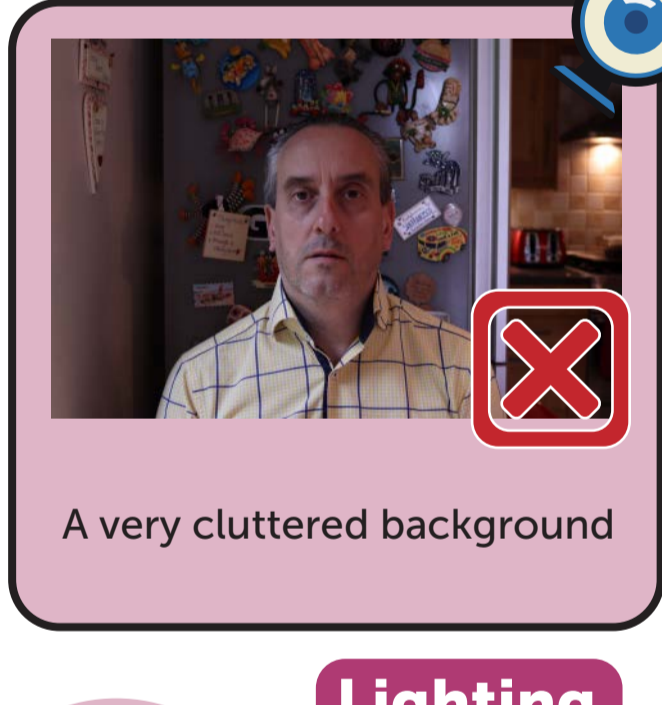
The general rule on backgrounds is that as long as you stay away from moving items that can be distracting or avoiding clutter that can be equally distressing, you are free to be creative.



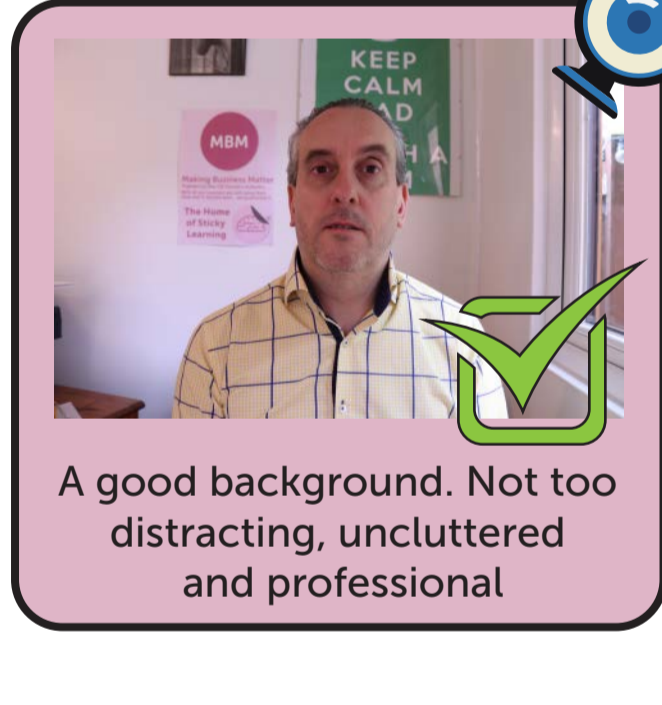
Open door where someone could come in any moment



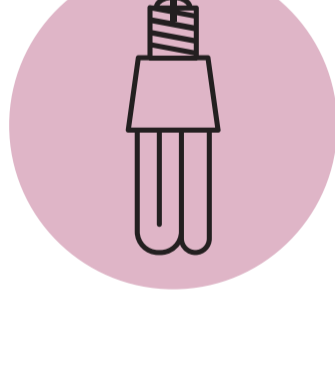
background items that look like they're popping behind your head



A very cluttered background



A good background. Not too distracting, uncluttered and professional



#### Lighting

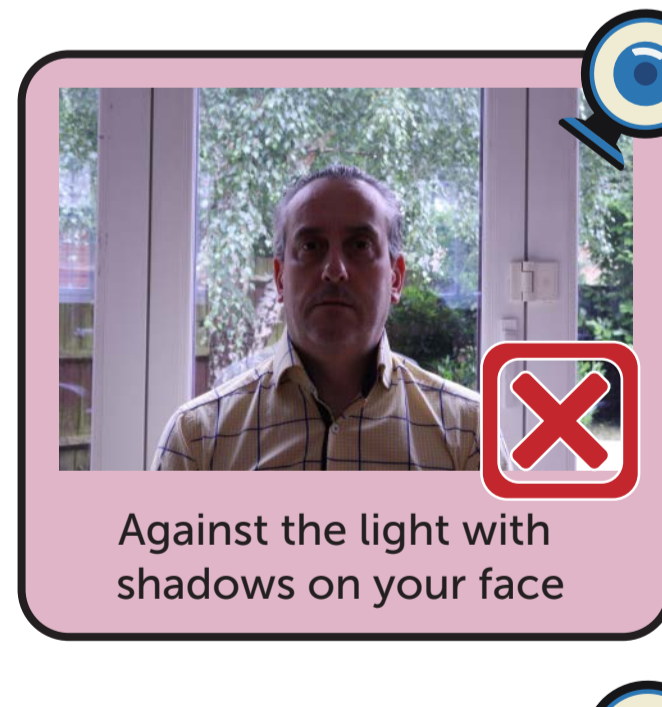
Lighting is one of the easiest ways to fix or ruin a frame.

Avoid fluorescent lights as they can usually cast unflattering shadows. Overhead lights tend to create shadows under your eyes.

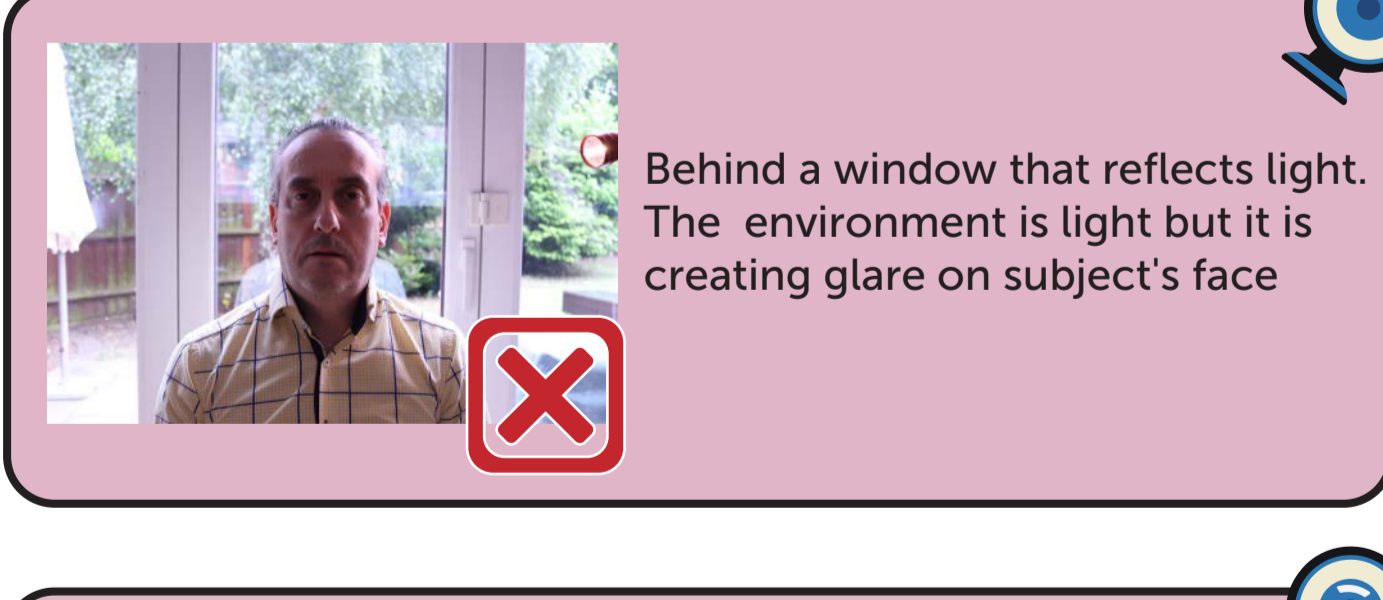
Make it a habit to test your lighting before meetings.



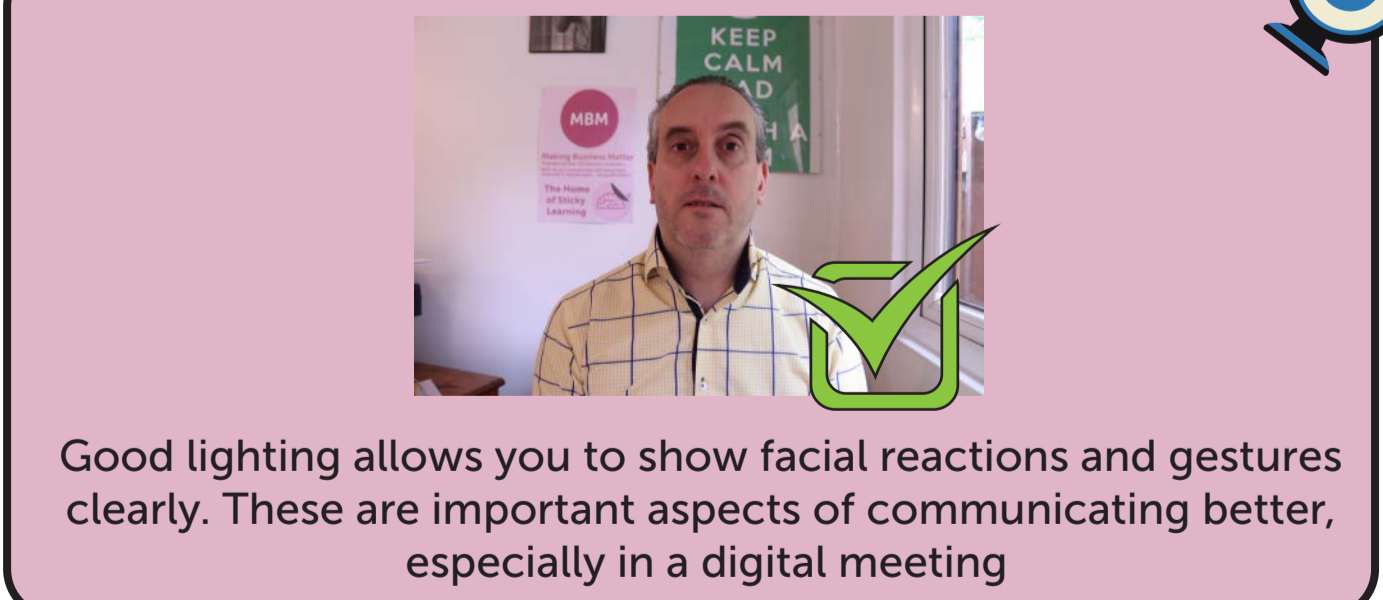
Shadows showing the corner of the room



Against the light with shadows on your face



Behind a window that reflects light. The environment is light but it is creating glare on subject's face



Good lighting allows you to show facial reactions and gestures clearly. These are important aspects of communicating better, especially in a digital meeting

Tip: In the absence of natural light, put your light source in front of you to accentuate your features. LED desk lamps with multiple temperatures and brightness are great for night meetings.

Virtual meetings are becoming commonplace. This means professionally conducting yourself and looking your best is quickly becoming important for businesses to communicate better and thrive in this new landscape. Framing yourself properly is the first step in improving your online meetings.



<https://www.makingbusinessmatter.co.uk/virtual-presentations/>