Filming preparation – <mark>LIVE EVENTS</mark>

Thank you for being part of the Cambridge Festival! We're looking forward to your event and hope you are too!

Your event will be broadcast live via the University of Cambridge YouTube channel. Please note this means that we will not be able to edit anything that is heard or seen on-camera/on-microphone before it is broadcast.

A recording of the event will be available online for some time after the Festival.

The audience

Please keep in mind that the Cambridge Festival is open to everyone and being online this year, we are expecting some of our audience will be international. The audience is not expected to have any specialist knowledge in your subject area, so where possible, please avoid technical jargon and acronyms.

Dress

Wear something that is neat but makes you feel comfortable. Colours should be solid, with no checked, stripy or dotted pattern. Bright whites can get overexposed and please avoid wearing green. And please don't wear anything that may be offensive to any audience members.

Camera Angles

Ensure the camera sits at eye level, is no higher than your hairline and you sit at the centre of screen. If using a laptop or device with a built-in camera, raise it up using books or a solid object. Tilting a laptop screen will result in an unflattering angle.

Background and lighting

Ideally, you want to light yourself from the front with soft, indirect light, and minimize other lighting in the room.

Do not sit with a strong light source, such as a window behind you as the footage will be overexposed and you will just be a silhouette!

Try to keep the background simple by avoiding anything that looks busy or cluttered or might have anything inappropriate, offensive or personal (including other household or family members) in the background. Simply choosing a plain wall as your backdrop is often best.

If you are going to be inside a University building during the broadcast, ensure there is nothing in the background that could compromise the security of the building.

Please <u>do not</u> use virtual backgrounds.

Picture quality

Please wipe clean your camera before recording, especially if using a touch screen device. These usually have fingerprints across the lens.

Screen Sharing

If you will be sharing your screen at any point during the event, please ensure nothing inappropriate is visible on the screen that could be seen by the public.

Sound Quality

Be sure to do what you can to minimize other sounds in the room. Turn off any machines or fans that may create excess white noise and any alarms or devices that beep.

If you can use headphones, or the smaller ear bud type (less bulky looking) this will help reduce audio feedback. If using an external microphone, test the levels first so that you know what level to speak at.

Connection and memory

We would recommend that you connect your computer to the internet via an ethernet cable, this will give you optimum bandwidth. If this is not possible, position yourself close to the router.

Ask family or colleagues not to download or stream films, play online games or download files during the broadcast. This can result in video/audio drop out.

Close any syncing apps (for example Drop Box) and close any unnecessary apps that could be running in the background.

We advise that you restart your machine at some stage prior to the session.

Composure

Treat this like a meeting. You know what you're talking about, so just take your time and speak directly to the camera, placing any notes you have in an easy-to-see location.

If appropriate, smile when talking, as it will make you feel more relaxed and you will be more engaging to the viewer.