

HOW TO LOOK YOUR BEST FOR ZOOM/FACETIME/ SKYPE CALLS

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PORTRAIT &
HEADSHOT
PHOTOGRAPHER



LIGHTING

- Natural light is the best! (but make sure window is in front of you, not behind, or you will be just a silhouette!)
- Filter the window light if it is really bright - use an old gauzy curtain or light white sheet to diffuse the light.
- If you don't have a location with good natural light in your house, try a lamp invest in a small video light or ring light - these "constant" lights that are usually UV balanced and give off a natural lighting look.
- A white desk, or even a large piece of white cardboard in front of you helps with shadows. It acts as a "fill light" and bounces the light back into your face(overhead light is biggest aggressor for showing lines on your face!)

ANGLES

Despite all the stock photos you see of people face-timing with their laptops on your laps - this is the **WORST ANGLE EVER!**

If you have a desktop, make sure your eyes are level with the camera, you can lower or raise your seat to do so.

If you have a laptop, place it on some books or a small stool for the right angle - and don't get too close. Cameras on computers are wide angle, which distorts your face when you are close to them.





HAIR AND MAKEUP

The low resolution cameras on computers will wash you out!

If nothing else, at least add a little eye makeup and lip color. Your eyes and mouth are what people will be looking at.

If you don't have time to do full hair, at least tidy up the front or pull it back.

Watch for glasses reflection - the same as in headshots, you can angle your screen or your glass lens to minimize glare!



WHAT TO WEAR?

- Professional on the top - and whatever you want on the bottom!
- A splash of color will make you stand out - a solid color blouse or knit top, with or without a jacket is best. Of course this depends upon your business or industry.
- Closer fitting is better than loose, it defines your body and doesn't make you appear shapeless.

NOTICE YOUR BACKGROUND!



- People WILL look at what's behind you!
- Make sure it's clean
- Does it reflect your business/industry?
- If your backdrop is too dark, consider adding a second light shining on it to brighten it up

KEEP YOUR HANDS AWAY FROM YOUR FACE

It's distracting to see someone talk excessively with their hands - or worse - continuously touching parts of face and hair. Practice keeping your hands on your lap

**Don't Look at Yourself,
Keep eye contact or look
directly at the camera.**

DID YOU KNOW...

There's a filter in zoom that smooths out your appearance?

Go to "settings" and then "touch up my appearance"

Practice and Try it Out!

Just like I tell my headshot clients, it doesn't hurt to do a dry run to make sure all looks good before you get on that zoom or skype call!