

PHOTO • VIDEO • AUDIO

MEDIA FORMATTING GUIDE

The best camera is the one you have *and* know how to use—GoPro, point-and-shoot, DSLR, even a smartphone—but it's important to capture and format your media at the highest resolution possible. Use this guide to correctly configure your camera settings and format your media files.

MOBILE DEVICE SETTINGS

**These settings vary depending on device and/or app.*

(iPhone/iPad) Photo Format: **"Most Compatible"**

Size/Ratio: **16:9 widescreen**

Lock Camera: ON	HDR Video: OFF
Microphone: ON	Smart HDR: OFF
Apple ProRAW: ON	Auto FPS: OFF
Apple ProRes: ON	Flash: OFF
Record Stereo Sound: ON	

WEBCAM / ZOOM RECORDING SETTINGS

Preferences > Video

HD

Preferences > Audio

Show in-meeting options to "Turn on Original Sound"...

High-fidelity music mode

Echo cancellation

Preferences > Recording

Record a separate audio file for each participant

Optimize for 3rd party video editor

Record video during screen sharing

- › Although Zoom offers in-app recording, we recommend using a third-party software like Riverside or QuickTime to record at your webcam's maximum resolution.
- › Boost your internet speed by connecting your computer directly to your internet device with an ethernet cord, rather than relying on a WiFi signal.
- › Regardless of the program you use, adjust the settings to record locally to your computer rather than over the internet to the Cloud.
- › Invest in a lavalier or USB microphone. Avoid using microphones that connect via Bluetooth (such as AirPods) which will compress your audio.
- › Position your webcam at eye level or slightly higher. Center yourself in the frame, and leave yourself a bit of head room at the top.
- › Avoid bright and busy backgrounds and fabrics!
- › Cover your screen with paper so you're not tempted to look at your picture while speaking.
- › Expand your video window to fullscreen. Close all apps to avoid notifications and sounds, like incoming emails.

PHOTO

File types: **JPEG / JPG / TIFF / PNG**

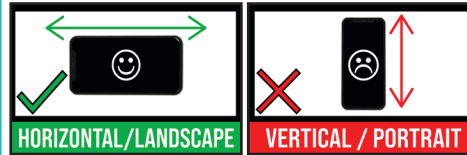
Capture in **RAW** or in **highest resolution** possible

Minimum resolution: **1920 x 1080 px**

Pixel size: **300 dpi**

Aspect Ratio: **16:9 widescreen (landscape)**

PHOTO / VIDEO ASPECT RATIO



VIDEO

File types: **MP4 / MOV**

Record in **ProRes** or **highest resolution** possible

Resolution: **3840 x 2160p (4K) / 1920 x 1080p (HD)**

Aspect Ratio: **16:9 widescreen (landscape)**

Codec: **H.264 / Apple ProRes422**

AUDIO

High quality stereo with optimized levels

Set to record **24-bit/48 kHz WAV** file

Uncompressed / Lossless

Gain settings: **between -12dB and -10dB**

BEST PRACTICES FOR PHOTOS & VIDEOS

- › Capture/record at the highest quality possible, and make sure your device has ample storage space.
- › On mobile devices, use the rear-facing camera (lens on the back) rather than the selfie camera (lens on the front) for the highest resolution. And generally, most smartphones have a better camera than tablets.
- › Use a tripod or selfie stick, or rest your arm against something to steady the shot.
- › Beware of the "black bars"! Hold your device horizontally to shoot in landscape mode (see visual above), unless you are shooting video specifically for mobile viewing (vertical orientation).
- › Position the mic as close to your subject as possible to reduce interference. Before recording, put your device on Silent or in Focus/Airplane Mode to avoid interruptions from phone notifications and sounds.
- › Know where your phone's mics are located (usually on the bottom and by the camera lens), and make sure your hands and phone case are not blocking those areas.
- › Avoid zooming with cameras that use "digital zoom," like phones and tablets. Instead, move yourself closer to the subject or keep the shot wide so we can crop closer when editing.
- › Use sufficient lighting. The camera should be positioned in between the subject and main light source.
- › Avoid overhead lighting and harsh lighting behind you, and avoid relying on your camera's flash.
- › For videos, look directly into the camera lens as much as possible when speaking. Keep the camera screen or monitor out of your view so you aren't tempted to look at yourself during the take. Divide the script into small segments to be memorized so you/the speaker can deliver it straight to the camera without breaking eye contact. If the script cannot be segmented, memorize it in full or use a teleprompter.
- › Be mindful of surrounding sights and sounds. Eliminate sources of background noise (appliances, alarms, open windows) and potential distractions in the frame (clocks, moving objects, light flares, busy fabrics).
- › For wardrobe: stick to solid colors and classic styles. Avoid solid white, black, and bright red. No noisy fabrics and materials. Keep jewelry simple, and make sure it doesn't move or make noise as you speak.
- › Leave a cushion of about 5 seconds on the front and back end of your audio and video clips for a clean cutting point. Use those seconds at the beginning to make sure you're actually recording!