

Checklist: on camera

A clearly communicated message in plain language tailored to a specific target audience is the key to success in front of the camera. However, the viewer's impression will be significantly affected by other factors, summarised in the checklist below.

Fundamentals

- Do not learn text by heart; formulate as you go based on a few keywords .
- Do not go to a shoot alone. Always take someone with you who can monitor your performance and intervene if necessary.

Clothing/ appearance

- Appropriate plain clothing in muted colours, no accessories.
- Make-up and a clean shave improve on-camera appearance.

On site

- Choose a quiet shooting location appropriate to the topic and away from disruptive background noise. ITS MMS can provide a list of suitable shooting locations.

During the shoot

- Be aware of your posture – it should be relaxed, but not too casual.
- Restrained gestures; choose a good position for your hands.
- Facial expression: natural, engaged and pleasant. Smiling makes you seem friendly!
- Make sure you enunciate clearly; speak at a steady pace with regular pauses.

ITS MMS support

- The video studio offers a suitable shooting location with a range of backgrounds, settings and teleprompters.
- If you work with an external provider, forms for the proper legal handling of your recording can be obtained from Martin Wieser. Contact: tel. 34328, wiesemar@id.ethz.ch