



Blue Sky

Video Productions

Livestream

On-Camera Playbook



CONTENTS

Camera

Framing

Lighting

Audio

Tripods

Before You Go Live

Resources

Order from our Amazon selections
<https://www.bsvp.com/livestreamkit>

There are 3 main factors to consider when going on camera.

The Camera, The Lighting and The Audio

The Camera

The camera comes in many forms.

Laptop

If you have a newer model laptop, there is a camera build in to it. Ideally it should be an HD camera with 720 or 1080 resolution. This will give you a higher quality image.

Desktop

There are a variety of webcams that you can buy that plug directly into your USB port.

The most popular cameras are the Logitech C920 & the Logitech BRIO or the updated version Logitech C922x



DSLR/Mirrorless

Canon EOS M50



Smartphone

Platforms such as Zoom or Go To Meeting have a mobile app that let you access the meeting. Your smartphone is an ideal option when you're on the road or away from the office.

There are a few accessories that we recommend when using a smart phone.

Tripod - You can use a small table top tripod with a phone mount to keep your phone steady while in the meeting. If you don't have access to a desk, you can use a compact tripod the extend to up to 6 feet.

See the tripods & mounts in the appendix

Framing

This seems to be the most misunderstood part of video production. In film there is guide for framing shots. It is called the “Rule of Thirds” The rule is that, in a close up shot, the eye line should be 1/3 from the top of the frame and still leave space between the top of the subject’s head and the top of the frame. This is called head room. In turn, on a close up, the shoulders will be approximately 1/3 from the bottom of the frame. In addition, the camera should be positioned to include the subject’s chest to their head.



Camera tilted too high, light behind head Laptop on desk

To correct the low angle shot, place the laptop on a stack of books or a sturdy box. This will raise the camera to eye level. If your camera is positioned on top of your monitor, you can raise your chair or sit on a stack of books or cushions.

If the camera is movable, like the Logitech C920, you can put it on a small tripod and position it to eye level.

By positioning yourself slightly off-center, you then have room to add branding materials behind you. If you don’t use a branding background, you can center yourself horizontally, but your eye line should still be across the upper third of the frame.



Rule of Thirds



Centered

Lighting

When appearing on camera, you want to make sure that you are properly lit. This is more than just turning on all the lights in the room. Take a look at your surroundings. Is there a window in the room? Your most flattering lighting will come from indirect lighting through your window on a sunny or partly cloudy day. Position yourself facing the window.

Proper positioning of your lights is important. If you place your light directly behind and above the camera. This will give you what I call “Sit-Com” or “Newsroom” lighting. Basically, it’s flat lighting that evenly lights your face.



This is different objective than dramatic lighting used in films. Dramatic lighting uses a technique called 3 point lighting. (although in most cases, more than 3 lights are used). One light is positioned as a key light or the is the primary light. A second light is added as the fill light. This light fills in the harsh shadow caused by the key light. The third light is the back light or hair light. This light is placed above the subject and either directly behind or to the the side to separate the subject from the background.

You can supplement your lighting with an LED light panels coming from the sides.



Audio

It's been said that half of video is audio. When in an online meeting or streaming your program, audio is actually more than 50%. If you have poor audio, your audience will have trouble receiving your message.

You can get by with just your default device mic, but I recommend it only if you have nothing else. I'm sure you've seen many virtual interviews where the person was talking from across the room. The reason is because the mic is located away from your face and can sound hollow.

When using a smart phone, you can enhance your audio with a Bluetooth ear piece.



EarPods or Ear Buds



USB mics price range from \$40 - \$200

Order from our Amazon selections
<https://www.bsvp.com/livestreamkit>

TRIPODS

RetiCAM Tabletop Tripod 10.75" - 19"



Neewer Tabletop Tripod 9.1" - 19.7"



AmazonBasics Lightweight Camera Tripod
16.5" - 50"

PHONE MOUNT

Ailun Tripod Phone Mount



OIMIO Phone Holder Clip



Manfrotto Universal Smartphone Clamp



BEFORE YOU GO LIVE

Choose your platform(s)

YouTube Live
Facebook Live
Twitter Live
Instagram
LinkedIn
Other

Program Format

Entertainment
Education
Demonstration
Promotion
Other

On-Air Talent

Solo
Co-Host
Guest Interview
Panel Discussion
Other

Establish **best internet connection** for smooth streaming

Wired Ethernet / WiFi - Recommend at least 8Mbps upload speed per stream

Check Internet speed - [Speedtest.net](https://www.speedtest.net)

Close unused browser tabs

Set up second screen to monitor livestream

RESOURCES

Collective links and resources

<https://www.taplink.cc/bsvptv>

Livestream Kit

<https://www.bsvp.com/livestreamkit>

On-Camera Playbook (share this playbook)

<https://www.bsvp.com/playbook>

BSVP On-Site Live

<https://www.bsvp.com/live>

StreamYard browser based livestream service

<https://www.bsvp.com/streamyard>

Get \$10 off when you sign up for a paid plan

Livestream Producer

<https://www.bsvp.com/livestreamproducer>

Social Media

<https://www.youtube.com/bsvptv>

<https://www.facebook.com/bsvptv>

<https://www.instagram.com/bsvptv>

<https://www.twitter.com/bsvptv>

©2022 Blue Sky Video Productions, LLC

847-295-9555

100 S. Saunders Rd. Ste. 150 Lake Forest, IL 60045

contact@bsvp.com

www.bsvp.com