

ZOOM 101 CHEAT SHEET

APPEARANCE

Simple, understated, and powerful

- Solid top with the option of a solid jacket – no patterns
- Crispy white shirt by itself
- Simple earrings – no dangles
- Hair pulled back out of your face



LIGHTING

Daylight is key

- Natural light from an open window is preferable
- No window or natural light? Put a daylight bulb in a lamp behind your work station



BACKGROUND

Clean and clutter-free

- Distraction free background, your audience will not be able to focus if there is chaos behind you
- Videoing in a kitchen? Clean off the counter!



CAMERA ANGLE

Frame your face

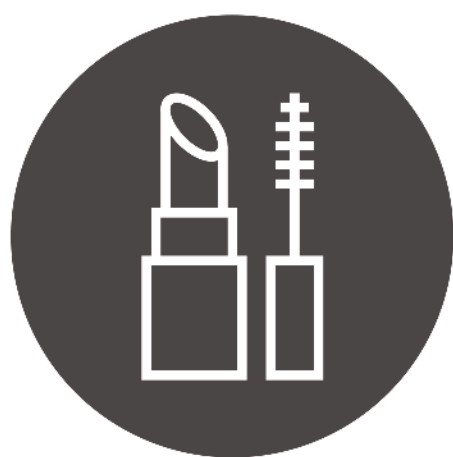
- Center your face in the frame of your Zoom screen
- Don't get too close to the camera



MAKEUP

Just another day at the office

- Choose an eyeliner color that compliments your eyes
- Use a circular motion with your powder brush to minimize pore appearance and shine
- Natural lip color, nothing distracting



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