

# Poor Examples

Not enough light &  
camera too low

Camera too high

Messy  
background

Too far away  
from the  
camera

Camera too  
low

Not facing the camera

No energy



# Good Examples

All of these have simple, clean and tidy backgrounds. The interviewees are close enough to the screen to be able to clearly see their facial expressions. Their faces are well lit. They're looking directly at the camera, and smiling.

