

General tips on Presenting on Camera

- Know your audience (Who are they and What do they need)
 - Think about the goal of your presentation and how it relates to your audience. Ex: If you want to inform your audience on a recent news event then think about the context needed for that event. What information would your audience already know, what will they not? How should you sound? Is it a happy event or a tragedy? How do you want them to respond to this event? Asking yourself these kinds of questions can help you lay out your presentation.

- Know yourself
 - Think about how you want to be perceived by your audience. Consider your background experience and expertise that way your audience knows you are knowledgeable on your topic. Everyone is good at something, but no one is good at everything. Trying to minimize your weaknesses will exemplify your strengths.

- Select the best channel for your message
 - Think about your message and how to best express that message. Videos allow for multimedia to be used. Think about what kind of sounds can heighten the emotions you want to create or what kind of images can be used to make sure your audience understands your message. Words can be overlaid on your video to make sure your audience knows what part of your presentation you are at, like a PowerPoint.
 - Appeal to multiple learning styles. Your audience is learning from your presentation just as you learn from any lecture. Incorporate multimedia with many learning styles in mind.

McGloin, Rory. (2018, Feb 14). Presentation Basics for online: nonlive audiences. Retrieved from <https://www.youtube.com/watch?reload=9&v=5bskCsOCCyY>
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- Outline and storyboard
 - It is always good practice to outline a presentation. It is important to think about your intro, body, and conclusion, and that you hit every point you want to hit in all three phases.
 - Recorded video allows for storyboarding. At each phase of your presentation how do you want to look and what kind of multimedia do you want to use. When giving examples do you want to switch over to news footage or what kind of music do you want to play at your intro and conclusion to help build your ethos.

- Use appropriate delivery cues
 - Unlike traditional face-to-face presentations, recorded video does not have the luxury of audience interaction to tell us how we are doing in a presentation. Nevertheless, it is still our responsibility to give the audience the respect they deserve so they want to continue watching the video. It is absolutely vital to look into the lens while presenting. We sometimes have the tendency to look off into space or at the floor while presenting but because we do not have a traditional audience, the camera becomes our de facto audience.
 - Think about where you want to record your presentation. Make sure your background is clean and crisp; avoid unnecessary clutter. Think about lighting so the highlight is on what you want it to be on and you are recording in a place with minimal background noise to help keep your audience from getting distracted.

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