Fine Arts Programming
Livestreaming
Looking & Sounding Your BEST  *with DOGE*

Expect MUCH WOW
Setting Up Your Camera

**Ideal Camera Placement**

Your camera should be centered on your forehead just above your eye line and tilted slightly down requiring you to look up at it.

**Camera is Very Low**

This makes DOGE look down & creates weird shadows. Also the audience can see into his nose. (If DOGE were a human)

**Camera at Eye line**

DOGE doesn’t have any shadows but to make eye contact he still looks down giving him quadruple chins. (The camera adds 2)

**Ideal Placement**

DOGE looks slightly up and he seems to be looking directly at you. (He is)

This angle also helps with the lighting and DOGE’s overall appearance.

**DOGE TIP:**

If you are using a laptop with a built in camera, certain companies will often ship you larger than needed boxes which are easy to put your computer on top of.
There is no standard webcam lens size. DOGE & you will need to experiment to determine the proper distance for the camera so that you properly fill the screen.

**Ideal Camera Placement**

DOGE fills about one third of the frame. You can see his full face and part of his upper body as would be natural in face to face interactions. This distance gives the viewer full facial expressions with body language. DOGE can also bring his paws into frame to emphasize a point. You can clearly see camera eye contact but small visual glances away are not as noticeable.

**Camera Too Far Away**

DOGE is too far away. You can see most of his upper body and paws, (which he’s hiding in his shirt because he doesn’t know what to do with them). This far distance makes reading facial expressions difficult and eye contact with the camera is impossible to see on all but the largest screens.

**Camera Too Close**

DOGE is too close. You can only see his enlarged face which in addition to being an unnatural way to see someone, brings sharp focus to their eye position. A small glance away from camera is highly visable and distracting.
Room & Background

How much space do I need?
*At a minimum* you should be 2 feet or more in front of your background & still have enough space to setup your camera.

What kind of room is best?
Any space that you could fit in with your equipment will work (including DOGE’s dog house). Ideally you should look for a quiet space with good natural or supplemental lighting, (See DOGE’s tips for creating much WOW lighting). Smaller rooms typically are easier to setup than large spaces as they require less lighting and have less ambient noise.

Does my background matter?
MUCH YES!
DOGE also likes to stream from his very tidy home library as there are minimal visual distractions and it provides high contrast backdrop against his skin tone.

Cluttered backgrounds are visually distracting and give your audience other things to focus on. In this case DOGE has not cleaned his garage and knows you are judging him on the mess.

DOGE avoids backgrounds that match his coloring. Here his fabulous coat is too close in color to that of the wall. This makes him blend in and disappear into the background.

**DOGETIP**: No one can see how messy and cluttered the room is on the other side of the camera. SO MUCH MESS
Lighting & Looking Good on Camera

Lighting is a key factor in looking good
DOGE knows that most of you are not internet superstars like him and don’t readily have access to cutting edge stage & photography lights. That being said, DOGE wants to give you all of the tools to create your own Much WOW Lighting with what you do have.

Natural Lighting is Best
If you are able to be facing a window where large amounts of natural light come in the need for other light sources will be drastically reduced, unless it is cloudy or nighttime. In these cases you will need to do something else, (unless you are a sun wizard).

Ideal lighting setup
While it may be impossible for you to achieve this setup in your location, knowing what to look for will help guide you to the best results. On the following pages DOGE will show you what lights to use, tips & tricks and examples of what it looks like when the lighting is and isn’t right.
Where do I get Lights?  
YOU DO NOT NEED TO BUY LIGHTS!  DOGE 100% uses what he already had in his home. If you do want to buy lights go to Amazon and search for “portable lighting for video” it will return thousands of options ranging from $20 to hundreds of dollars. The $20 options work fine for a majority of setups.

Does the type of Light matter?  
No. You can use LEDs, incandescent lamps or CFLs in almost any type of fixture: lamps, work lights, even lanterns and flashlights can be used. What is important is that all your lights are similar in color temperature. If you don’t know what color temperature is you should try to use matching lamps/lights. Mismatched color temperature lighting can leave you looking like a splotchy clown on camera.

Is your lamp too bright?  
Wrap a piece of parchment paper around the front to create a softer light source. Use a staple or paperclip to hold it in place.

Aim brighter lights away from you at light colored walls or the ceiling to create a more even and natural light source. Walls painted a dark color? Tape up some white paper or tin foil for the same effect.

**DOGE TIPS:**  
DOGE uses 3500K lamps in studio. 5000K lamps also work well as they are close in color to natural light.
**BAD DOG Lighting**

Never sit in front of a window or direct back lighting. Even with perfect front lighting DOGE is washed out and has dark shadows across his face. DOGE only stands out in this light because of his fabulous orange coat, which you most certainly do not have.

Here DOGE is sitting directly under a ceiling light which shows his halo (because he’s a good boi), but it’s so bright that you can’t make out many of his facial expressions.

DOGE is sitting too close to his background and the front lights are too bright which make large shadows on his face and against the wall. This is however perfect for DOGE’s upcoming Halloween livestream.

**GOOD BOI Lighting**

DOGE is sitting in an even balance of front and top light (with no backlight) which not only makes him pop out from the background but all of his handsome features are highlighted and easy to see.
Sound Your Best

Whenever possible **always use headphones** it helps to remove echo & feedback.

Slow down and speak clearly. Speak as if you are talking to someone who is across the room.

Using only 1 earbud helps you hear others and yourself speak.
It also keeps you from talking too loudly (YELLING).

Practice in front of your screen.

DOGE recommends turning on your camera and starting a zoom meeting which will let you practice to yourself before going live.

If you have an external microphone use it but know that it is not required for general speaking.

External microphones (not headset microphones) and outboard sound equipment can greatly improve the audio quality of musical and vocal performances. Be sure to talk to DOGE’s friends at Fine Arts Programming prior to using additional sound gear in a livestream or if you want to learn more about these options.

**Never Mute your own Mic unless asked to**

*If you mute yourself the stream operator cannot unmute you*

This always leads up to the moment when you forget to unmute yourself and then no one can hear you.

**DOGETIP!** Always test your camera, microphone and headphones well in advance of entering a live broadcast.
**Final Tips & Tricks**

**Look directly into the camera when speaking**
Making eye contact with the camera is the same as making eye contact with your audience. While this seems unnatural it makes you appear actively engaged. This also applies if you are on screen while someone else is speaking.

**If you need to read something**
Print it off or write it down (on real paper) and place it just under your camera so you can still maintain camera focus when reading. Trying to read from a screen while in studio splits your attention and can lead to disaster when you accidentally click on the wrong thing.

**Dress to impress and look MUCH WOW!**
Wear clothes with color that contrast with both your skin tone and the background so you really stand out.

If you wear glasses be sure to adjust your screen & lights so the audience can’t see the reflections.

(Anime glasses only work and look cool in anime)

If you plan to wear make-up, use slightly less than normal.
- Check what you look like on camera with lights before applying more.
- Too much make-up applied in the normal way can distort your features on camera.

Brush your teeth and or check for food in between your teeth just before going on camera.
- DOGE can easily see into your mouth on his 24” monitor.

**Don’t touch or hold your hands in front of your face**
It obscures your face, can interfere with the microphone audio and is very distracting.
Check all of your equipment at least 1 hour advance
   If something doesn’t work you then have time to fix it.

Be Prepared!

Has DOGE mentioned? PRACTICE, PRACTICE, PRACTICE!

Be ready to start 30 minutes in advance of the scheduled time.

Have all of your essential items on hand and within your reach.

Tell your family, roommates and pets that you’re going to be livestreaming
so they do not disturb you or walk into camera frame in an embarrassing way.

Silence your phone
and close programs on your computer that have audio notifications.

If using a laptop or mobile device make sure the battery is at 100%
or preferably plugged in.

DOGE’s Livestream Essentials

Parchment Paper*
Tin Foil*
Stapler with staples
Paper
Tape
An Epic Mouse Pad
Coaster for your Water
(etable hygiene is very important)

[Not Shown]
Kleenex/Tissue Paper
Pen/Pencil
Wired Internet
Extreme Confidence

* optional for lighting

DOGE Believes in YOU!