**Eye Contact & Instructor Positioning**

**Description**
Your positioning on camera is going to be a key ingredient for instructional videos. The goal is to create a visually interesting shot that guides your students’ eyes toward you (the subject). Eye contact requires that you look directly at the camera as much as possible. Your student’s point of view and the camera’s point of view are the same.

**Why**
Studies have shown that viewers’ eyes usually gravitate the left or right sides of an image rather than the center. Your students will view an image/video that is naturally pleasing and easy to grasp. The student/viewer will be able to connect more readily with you as the instructor/presenter if proper eye contact is established.

**Best Practices to Consider**
Here are several best practices to consider:
- You may want to place all visual examples on either the left or right side of the screen to achieve a balanced image/shot.
- For the best results, it is recommended that you position yourself near the “left” or “right” side of the screen.
- You may want to position cue cards next to your camera/web cam to avoid looking downward.
- You may want to practice your presentation repeatedly prior to recording your video.

**More Information**

*The Rule of Thirds*
- This site defines the rule of thirds and why it is relevant digital photography. Visual examples will give you a clear idea of this rule.
- URL: http://digital-photography-school.com/rule-of-thirds

*Basic Photographic Techniques*
- This link elaborates on how to setup a good composition, specifically one that keeps the viewer’s attention based on object placement. The example topic used is photography however these same techniques apply to any object to compositional setup.
- URL: http://photoinf.com/General/NAVY/Photographic_composition_Balance.htm

*Focal Points in Design Layout*
- The link explains the technicalities behind focal points and their effectiveness. Through the use of strategically placing yourself in front of your class room or in your video to where your students can focus on you as the object of focus can effectively increase attention and learning retention.
- URL: http://www.instantshift.com/2012/01/06/focal-points-in-design-layout/
The Importance of Eye Contact in the Classroom

- This site gives helpful tips about eye contact and how it affects your students. It also explains why eye contact is great for student-instructor communication.
- URL: http://iteslj.org/Techniques/Darn-EyeContact.html

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