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## Monthly Newsletter from the CCC Mastery Program

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Feature article this month is about 'Lighting Your Video'

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'Lighting

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The 3-Point Lighting Setup



Dr Christiaan Willems



## This Month: **Welcome!**

- from the desk of Dr Chris...

### Welcome to this month's issue of the CCC Mastery Program Newsletter!

This month we get to talk about some fundamentals - both technical and aesthetic - in terms of your business video making.

It is important to be both mindful of, and balance, the sometimes competing needs of: technical requirements, aesthetic sensibilities, and of course the content of your business story.

And that is the thing to remember. Telling your business story is always a balance: between telling too much or too little; between 'light & shade'; between the personal and the professional, between the technical and the aesthetic. But always remember, we are talking about a 'visual' medium, so we are talking about Visual Storytelling'.

A lot to think about, so let's get going...

**This month we look at a fundamental aspect of video-making - LIGHTING.**

# Feature Article: Lighting Your Video

- by Dr Christiaan Willems

**At the risk of 'stating-the-bleeding-obvious', without Light the Camera cannot see you - and therefore neither can your audience.**

**Lighting is such a fundamental part of video-making, but it is very easy to take it for granted.**

In addition to letting the audience see you, the Lighting you use in your video sets the visual tone - do you want something open and honest, or something more moody or suspenseful - or even 'suspicious'?

Selective and well-planned Lighting helps to highlight the subject of your video - whether that is you as the presenter, or some other person or visual element in the frame. Selective lighting can also draw attention to the most important elements in the frame and guide the viewer's attention.

By using lighting selectively, you can also add depth and dimension to the video, creating more visually interesting and dynamic pictures. Setups such as backlighting and side-lighting can create interesting shadows and highlights, adding texture and complexity to the image - literally 'light & shade'.

If you are shooting in daylight hours, try to avoid direct, very bright sunlight, which can create harsh shadows, particularly on faces. You will generally find that overcast skies or shady locations provide a softer light which is more flattering for the presenter - and also help to avoid squinting of the eyes.

You can supplement natural light with artificial lighting on location to retain more control over both the brightness, and direction of your lighting. Take a look at TV News reporters on location - check out the lighting situation and if you see a setup that looks attractive, then try to emulate that.

## Additional Resources & References:

<https://www.studiobinder.com/blog/film-lighting/>  
<https://www.studiobinder.com/blog/three-point-lighting-setup/>

## Micro-Masterclass Video:

**The featured Micro Masterclass for this month is *Lighting*:**

This month's Micro-Masterclass shows us how important good lighting is in creating your business videos. Whilst good lighting is essential for professional videos, it does not have to be either complex or expensive. Check out the video below to find out more...

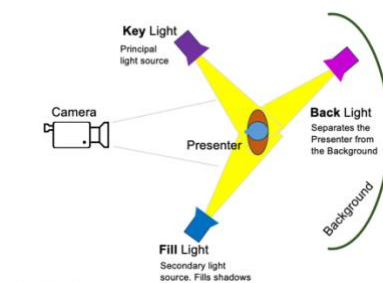


Behind The Scenes/Q&A/Case  
Study/Quick Tips:

## Tech Tip:

The 3-Point Lighting setup represents the ideal lighting for photography and videography.

The three lights in question are the:



## Contact us:

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**Book-a-Chat  
with Dr Chris**