

Video Calling: A Report Card



THIS ZOOM BACKGROUND SAYS:

“I am a competent professional. I am organized and have a sharp eye.”

OTHER POSITIVE DETAILS: She is nicely framed between the whiteboard and bulletin board, with the camera raised to a height that flatters her face. A half-dozen tools from her professional life present her as work focused.

BONUS POINTS FOR: The yellow stripe on the wall, which gives color to an otherwise bland surface, and the 3D plant art. Both **plants and pop art look excellent on Zoom**. She has combined both.

Drazen... Geber86, LeoPatrizi



THIS ZOOM BACKGROUND SAYS:

“I am a boring person in a bland room.”

OTHER ISSUES: The viewer can see only a plain wall. Her face is shadowed. We should pause to note that the **Zoom background does have a pleasant depth to it**, avoiding the common Human Against a Wall syndrome.

HOW TO IMPROVE: Hang a colorful piece of art on the wall, and add a ring light behind the laptop to softly light her face. Raise the camera to her eye level with a stack of books.



THIS ZOOM BACKGROUND SAYS:

“I am a very neat homeowner who favors Ikea.”

OTHER ISSUES: This is A+ for a Zoom call to Mom. And these, dear reader, are **spider fingers**.

HOW TO IMPROVE: Raise the camera to eye level, and add a half-dozen professional tools or cues. Signs of life, such as plants or a fish tank, would also help.