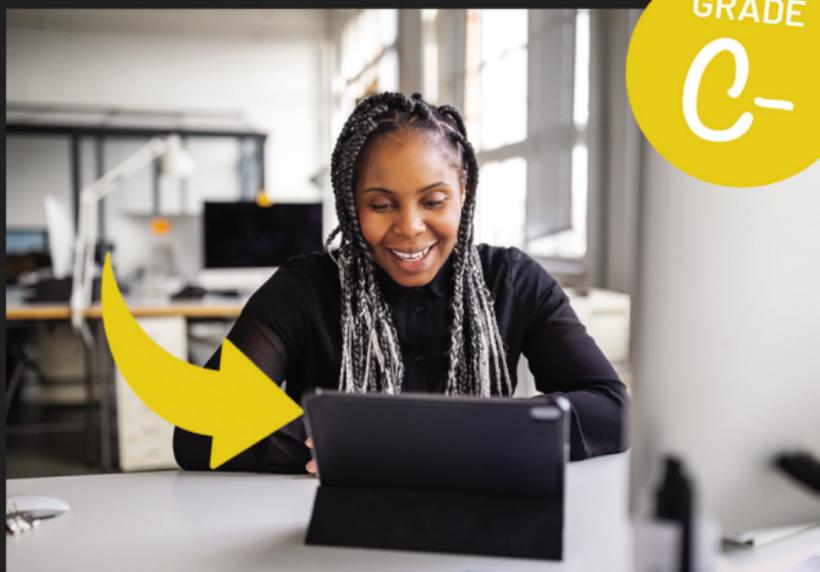


Video Calling: A Report Card

GRADE

C-



THIS ZOOM BACKGROUND SAYS:

*“Who am I? Why am I here?
Where am I?”*

OTHER ISSUES: *She could be an architect or a coder or a sales rep—the viewer has no idea. On the plus side, she’s very animated. But also: monochrome. The viewer sees a sea of white, black, and gray. And she’s backlit.*

HOW TO IMPROVE: *Anything, really. **She could lift the tablet to frame her face**, add lighting, or put in any effort whatsoever to create a background with pops of color, signs of life (plants, a fish tank, or other humans), and cues as to her profession.*



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Stop Video