**Location**

- Shoot inside in a properly selected room with controlled lighting and no excess noise.
- No mixed lighting sources combining window light, fluorescent lights or own personal light sources.
  - Human eye can resolve differences in light sources much better than cameras.
- Select location with minimal ambient noise including other people talking and humming/active appliances (e.g. washing machine, air conditioners, etc.).
- Listen for 30 seconds in the room to check for excess noise.
- Background color should be a flat color or very simple background.
  - Less distracting to viewer and easier to compress video clip.
- Shoot in a room filled with things such as furniture and cloth curtains to muffle echoes.