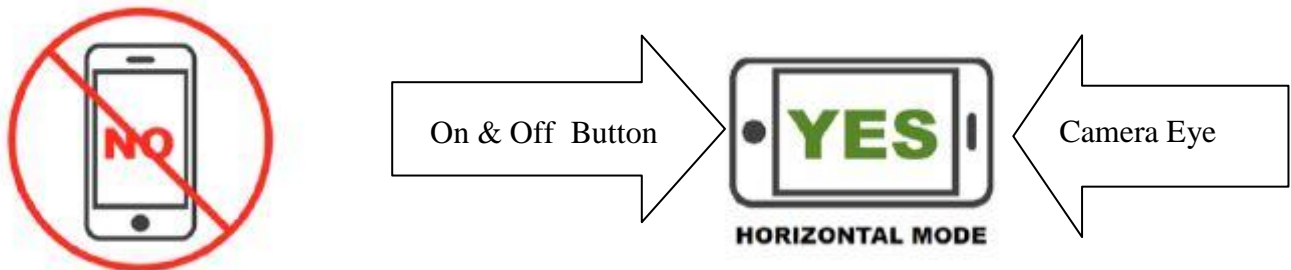


## Commercial Self-Taping Instructions:

### Setting up:

1. Nothing in the background, blank wall (solid backdrop/solid bed sheet) with nothing on it to distract.
2. Make sure the room is well lit, without shadows.
3. It would be ideal if someone held the phone and videoed you; make sure the phone is being held as shown below, or invest in a tripod to hold the camera.
4. Self Tapes are to be shot horizontally and **tight frame** (top of head to mid-chest).
5. Look at the camera **eye**, (that is your focal point) DO NOT look at yourself in the picture screen, either. Keep your eyes on the focal point so you are not looking back and forth to the camera (No shifty eyes).

Using a smart-phone in horizontal mode; frame yourself tight (from top of head to mid chest).



You **MUST** have the on & off button on your left and the camera is on your right. If you don't have the phone in this position, the video will be upside down when you send the video to the Agency.

### Videoining:

Looking at the camera eye, on the right side of the phone (do not look at yourself).

Slate:

1. First and Last Name (make sure you are saying your name CLEARLY)
2. Images Agency St. Louis Missouri
3. Pause just a second
4. Perform your recording

Very important – your eyes must be looking at your focal point – do not look at yourself.