

# Lighting for a Testimonial



1. Choose a location with good natural light
2. Strongest light behind the camera.
3. If natural light is not an option, use soft lighting sources, such as diffused LED lights, to create a flattering and even light.
4. Position the lighting at a 45-degree angle to the subject, slightly above eye level, to avoid casting shadows on the face.
5. Use a reflector or a large piece of white poster board to bounce light back onto the subject's face and fill in any shadows.
6. Avoid Fluorescent or overhead lighting
7. Avoid Busy, bright colored backgrounds can be distracting  
distract the viewer's focus.



The goal is to create a natural and flattering look that showcases the subject's personality and message. Experiment with different lighting setups to find the best option for your specific situation.

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