

Look Your Best in Video

If you are scheduled to appear on camera, bear in mind that the video camera "sees" color, pattern and contrast differently than the human eye does. So it is important to dress for the way the camera sees you. The most important rule to follow when selecting your on-camera outfit is to keep it simple, plain and low-key. We want the audience to focus on you, your face and what you have to say, not what you're wearing.

To look your best on camera follow these simple guidelines:

Don'ts

Avoid wearing all white, black or red dresses and jackets

Avoid wearing "loud" patterns like plaids, stripes (thin or broad), or checks. Please avoid herringbone patterns, too. These patterns tend to vibrate on the video screens.

Avoid glittery, shiny, highly reflective materials like sequined dresses.

Avoid wearing shiny jewelry that may catch and reflect light. Please avoid long dangling earrings. And avoid multiple strand necklaces, and ornaments that could make noise near the lavalier microphone.

Do not wear distracting clothing; for instance, a sweater with a large turkey embroidered on it, or a Mickey Mouse T-shirt. Inappropriate clothing depends upon the context of the video. Your better judgment is required here.

Do's

Wear colors in the middle of the brightness range: medium blue, green, maroon, wine, pink, dark gray, purple, etc.

Consider your hair color when choosing your outfit. If your hair is light (blonde or all gray), then lighter colors are okay. Beige, light gray, pink, light blue and most pastels are fine.

If your hair is dark, stick to medium range to dark colors, still taking care to avoid all black. If your skin is dark, stick to darker colored clothes so your face appears lighter than your clothes.

Men: Choose a non-shiny, plain tie which complements your suit. Avoid tight patterns. (If in doubt, bring some alternative ties with you for the shoot.)

Women: Please use make-up sparingly unless otherwise directed. Please bring personal makeup and hair-dressing tools to the shoot, so you can fix errant hair. Check if professional make-up is available on set.

High Definition video reveals plenty of detail, so our job is to make you look good. We check your appearance before we record. Powdered make-up is applied frequently to both men and women to eliminate shine from their nose, cheeks, and forehead, and due to baldness. We also check your posture and give you performance tips.