

What to Wear and Avoid on Camera

CONGRATULATIONS! You are about **to be a star = to be yourself.**

When you look and feel great on camera, your audience will be able to focus on whatever it is you're trying to communicate



There's a different palette of block colours that look best on each of us, and even, saturated colours look especially great on video. For example, red, green, and blue don't appear too bright or too muted against most backgrounds, and they look great with different skin tones. If you don't have much colour in your wardrobe don't worry; any solid, flattering shades you feel comfortable with will do.



We also recommend you:

- Avoid wearing white shirts and materials with fine lines*, patterns and logos (*fine lines create problems with video)
- Avoid wearing big and shiny necklaces and earrings. They'll reflect light and distract the viewer and may interfere with capturing clean audio.
- Take care of your own hair & make-up prior to the shoot (we'll have some basic essentials like anti-shine available in the studio)
- If in doubt, bring along a couple of alternative tops / shirts / jackets or cardigans and we'll do a screen test to find out what works best on the day