



# WARDROBE GUIDELINES

## What types of apparel work well when on camera? The best options:

- Muted, solid colors. Think cooler colors that will naturally complement your skin tones, such as blues and greens, light purple, etc.
- Keep patterns simple and to a minimum.
- Simple, quiet jewelry is fine.

## Here are some types of apparel to avoid:

1. Deeply saturated colors or neon colors - video doesn't handle them well and they tend to bleed when duplicated, **especially red!** Keep red to a minimum.
2. Makeup - similar to above, take it easy on intense red lipstick, blush, etc.
3. Extremely bright or dark colors - avoid pure white and pure black, as well as very bright or very dark colors.
4. Flesh colored apparel - tan and brown clothing can be too similar to your skin.
5. Fabrics that wrinkle easily, like linen.
6. Very baggy clothes - unless this is your style. This generally makes people look larger than they really are.
7. Fabrics with tight patterns, such as: checks or stripes, herringbone and houndstooth - they can create a distracting artifact, called a moiré pattern.
8. Clothing and shoes that display brand names or commercial logos.
9. Noisy jewelry - anything that rattles will be picked up by sensitive audio equipment and interfere with the recording. Doubling up on necklaces or bracelets will make them clink together.
10. Wearing eyeglasses? Check them for smudges!

## Other miscellaneous tips:

- In order to capture audio, you will need to wear a microphone - most likely under your clothes. If your top consists of one layer, the mic will be between the fabric and your skin. Some people prefer not to have the microphone invading their personal space, so they wear a top with multiple layers. This allows the mic to go between layers.
- Give yourself permission to make mistakes on camera. It is perfectly fine to record multiple takes if needed. It is okay to be nervous. Don't worry, you are in a judgment free environment!
- While it is good to rehearse what you want to say before getting in front of the camera, try not to stick to a verbatim script unless you absolutely have to. Most people do better when they are not trying to recite a document. Save that for professional actors. Instead, embrace a more conversational style interview.

