

WHAT TO WEAR & NOT WEAR ON CAMERA

Knowing what not to wear is just as important as knowing what to wear. For both men and women, the page identifies what not to wear on camera and then outlines suggested on-camera attire.

WHAT NOT TO WEAR ON GREEN (or BLUE) SCREEN

If we are shooting **GREEN SCREEN**, then do not wear any item of clothing that is **GREEN**, or contains the colour **GREEN** and shades/Tiny Patterns of it.

Any hint of **GREEN** will be removed in the Editing Process and will look unprofessional if you are missing bits or body parts in your final video.

If we are shooting **BLUE** Screen.. (for example, your company branding maybe **GREEN**) then the same rules apply. Do not wear any item of clothing that is or contains the colour **BLUE** and shades of it.

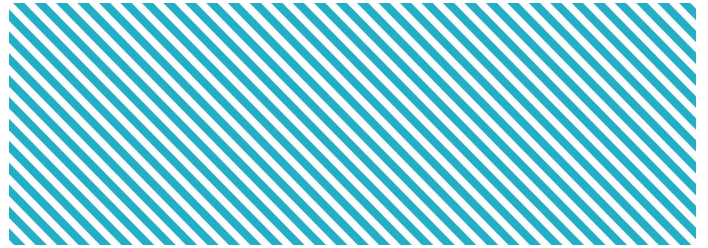
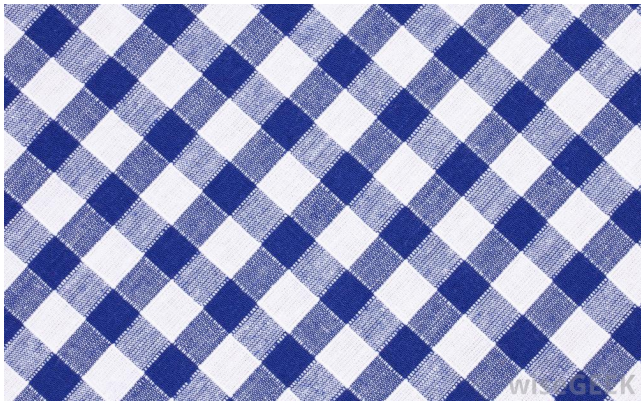


Also, avoid wearing any item of clothing that contains both Colours **BLUE** and **GREEN** together.

TIP: MICROPHONES

If you are using a radio microphone in your production, make sure you have somewhere to put it in or attach it to on your clothing or person.

*** PATTERNS TO AVOID ***



MEN: WHAT TO WEAR ON CAMERA

Avoid stark white or bright yellow shirts that tend to reflect light and be too vivid on camera.

Avoid black suits, which tend to diminish your appearance because they absorb too much light.

Avoid neckties with bold, tightly designed patterns, including plaids, polka dots and shiny fabrics. They will flutter on camera.

Avoid white, bright yellow, and red suit handkerchiefs, which tend to reflect light and be too vivid on camera.

Avoid dress shirts with pinstripes close together. Lines close together tend to flutter on camera.

Avoid fabrics with complicated patterns such as checks, tight/close stripes, herringbones, tweeds, and loud plaids. Fabrics of this design tend to strobe on camera.

Avoid short sleeve shirts. Short sleeves give an informal look.

Avoid shiny jewellery and metal tie clips, which reflect light back into the lens of the camera.

Bring a blue, grey, pink, or beige dress shirt if you are going to wear a dress shirt.

Bring a medium coloured suit, if possible. Best bets are blue/dark blue, grey, and brown. If (due to your target audience's preference) you do not wear a dress suit, bring solid coloured clothes. Best bets are navy blues, purples, dark creams and browns.

Bring clothes made of natural fabrics that tend to breathe easily under the warm studio lights.

Bring two or three neckties that match your suit (to try out on camera). Make sure neckties are non-shiny and loosely patterned.

Bring a medium coloured handkerchief for your inside pocket if you tend to perspire.

Bring comfortable shoes.

WOMEN: WHAT TO WEAR ON CAMERA

Avoid stark white, bright yellow and red suits that tend to reflect light and be too vivid on camera.

Avoid black suits, which tend to diminish your appearance because they absorb too much light.

Avoid white blouses that reflect light into the camera.

Avoid highly shiny or glossy fabrics that reflect light back into the camera.

Avoid fabrics with complicated patterns such as checks, tight/close stripes, herringbones and tweeds. Fabrics of this design tend to strobe on camera.

Avoid wearing sleeveless dresses or tops (even in the summer) that are not accompanied by a matching jacket or ensemble. Short sleeves give an informal look and bare arms may draw the viewer's eye away from your face. With makeup on your face, your arms will appear much lighter in colour on camera.

Avoid wearing a new suit for the very first time. You need to know in advance that everything fits and feels good so that you feel comfortable.

Avoid large jewellery that may sparkle, shine or dangle in the light (such as long earrings and gold necklaces worn outside).

Avoid jewellery that rattles, clicks and clanks such as multiple bracelets or long necklaces. These tend to brush up against your microphone, causing distracting noise.

Bring solid coloured clothes. Best bets are navy blues, greys, purples, dark creams, browns, and neutral coloured suits.

Bring clothes made of natural fabrics that tend to breathe easily under the warm studio lights.

Bring accessories (like scarves) with subtle patterns.

Bring simple jewellery. If you are unsure about certain pieces, bring alternate ones.

Bring comfortable, low-heeled shoes if you are going to be standing behind a console for long periods.

Style your hair off your face to avoid shadows.

Bring a variety of lipsticks; some will look better on camera than others. The key is to match to your blush and clothes, opting for brown tones rather than bright reds.



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