



## Wardrobe for the Camera

If you're going to be appearing on camera, it's important to you that you look your best. Here's a few tips on the proper use of makeup and clothing when you're in front of the lens. Follow very closely if you are going on location and won't have ready access to your wardrobe.

Even the best video cameras are not as capable as the human eye in two important capabilities: making out very bright and very dark colors at the same time; and separating small, contrasting patterns of color.

The most practical advice for people who are about to participate in a video program is to dress as if you are giving a presentation. The anchor people on the national networks and most local stations have wardrobes specifically chosen to work on TV. Watch a few different programs and find a style that works for you. If a suit is not appropriate, take a look at the clothes worn by the field correspondents on the network news broadcasts.

In general, wear solid colors. Colors that work well on video include blue, burgundy, gray, green, pastels (not too pale) and earth tones.

Do not wear:

- Shirts with large patterns or geometric shapes
- Clothing with tight patterns or pin stripes
- Anything shiny or with a large logo
- Intricate plaids
- Herringbone

Avoid seasonal clothing unless the video's message is seasonal. A Christmas sweater may seem like a good choice in December, but it will look out of place when the video is shown months later.



It's best to bring a few wardrobe choices with you. You may find that the clothing you thought would be fine doesn't look as good on the monitor as it did in your imagination!

## **Clothing tips**

- Avoid white, red and orange clothing. Combinations of contrasting light and dark colors such as black and white, dark brown and white or dark blue and white should also not be worn.
- Black, or dark browns and blues are fine alone or combined with pastel colors.
- Solid colors are best. Avoid fine checks, stripes, herringbone, and similar patterns.
- Avoid very glossy, sequined or metallic clothing. Also avoid clinging attire, or low-cut neck-lines.

## **Makeup tips**

- Use makeup sparingly, unless you have a good reason for it.
- Do you really need to wear makeup? For both men and women, the answer is yes.
- Wash your face with soap and water, then apply an astringent. You can wear a foundation if you like, but more importantly, use powder, especially on the nose, forehead, and bald spots.
- Keep your other make-up simple. Avoid make-up which contains glitter, or is "frosted."
- Because the eye of the camera focuses on a man's beard more than the human eye does, try to shave as closely as possible before going on camera.



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- Do not get a haircut within a week of appearing on camera. Style your hair to keep it away from your face and out of your eyes. Some hairpieces may appear to be a different color on camera.
- If there will be any close-ups of your hands, give yourself a manicure.

## **Eyes**

Eyeliner and mascara are acceptable, if used lightly. Eye shadow should be avoided - especially dark colors or vibrant blues.

## **Face**

Use powder that closely matches your skin coloring. Be extremely cautious in the use of rouge because it will stand out on video if used in normal shading.



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