

## What to Wear for Your Shoot

Whether we're shooting on-location somewhere on or off campus or in the OU-Tulsa video production studio, our number one goal is making you look your absolute best. That starts with ensuring you come dressed to look great on video, which has some key rules that go beyond general style. Here are some guidelines to help you pick the best clothes for video

### Avoid

- Solid black or solid white tops. These colors impact image exposure by absorbing or reflecting light onto your face in an unflattering way, especially if you have fair or darker colored skin.
- Extremely bright or neon colors or extremely busy patterns. They're distracting and can cause unusual color casts.



- Very small/fine patterns or textures, such as pinstripes, houndstooth, tiny checks/gingham, watered silk, corduroy, grenadine ties, e.t.c. Small repeating patterns cause the camera the moiré effect which causes the pattern to appear as a crawling criss-cross on camera.



- Anything that reflects light, such as shiny fabric, rhinestones, rivets, shiny buttons, or dangling jewelry.



- Green, specifically if you are going to be shot in front of a green screen so the background can be replaced during post-production. If you aren't sure if this applies to you, please feel free to ask.



- Crew neck, turtleneck, and cowl neck shirts. These kinds of shirts make it difficult to outfit you with a lavalier microphone (which clips on). We use lavalier mics in many of our shoots, so if you have any doubts, please ask!



## Embrace

- Solid colors. Solids help you stand out from the background and draw attention to your face.
- Jewel tones. Rich, saturated colors look great on all skin tones and can improve the look of skin on video.



- Collared shirts, suits, and jackets. Not only does this look great on camera, but it provides a natural place for a lavalier microphone.



- Bottoms with waistbands or rear pockets. This makes for an easy spot to carry a microphone transmitter.



- Shades of grey. Grey is a great neutral color that looks great on anyone, from charcoal to heather.

