

TIPS



For an Effective Video/Photography Session

Clothing

Wear clothing that is a soft or neutral color. Bright colors can “ghost” on video and give the appearance that your clothing is following you around. The color red “bleeds” on video, blurring the edges of your clothing. Please DO NOT wear white as you will be standing in front of a white screen for your shoot. Also, white clothing makes it difficult for the camera operator to get good color contrast.

Clothing with a soft pattern is appropriate, but avoid clothing with large patterns or geometric shapes. The viewing audience will be watching your clothing instead of you! Avoid jackets, shirts or ties with tight patterns or thin, vertical stripes. These create a distracting wavy pattern with any movement.

Movement

During the videotaping session, stand or sit in place, almost as if you were glued down! Try not to move around, shift your weight or shuffle your feet. Since the camera is stationary, your movements can make you appear as if you are bobbing around in a boat.

The camera exaggerates all movements because there is nothing to distract the viewer. Your body language should convey energy and confidence without looking stiff or robotic.

Look directly into the camera. Do not look at others who may be around you.

Smiling

A warm and genuine smile does wonders for coming across as sincere and confident. Flashing a smile is only part of the key to a successful smile. The eyes can dictate whether a smile comes across as forced or real.

Voice

Use your natural voice. Don't try to sound like a TV anchor delivering the evening news. Be yourself and speak to the camera like it is your best friend. You want your video to reflect you, not some persona.

Delivery

Focus on “how” you deliver your message. Pacing has a big impact. If you rush through your message your credibility may suffer. Speak clearly and be sure to enunciate. It may sound like you are speaking too slowly, but on camera the message will be clear and easily received.

Teleprompter

You will have the ability to use a teleprompter to assist you in delivering your message. A teleprompter projects the text of your comments onto a mirror, which you read by looking directly into the camera. The result gives you a very professional and very natural appearance, as it keeps your eyes directly on the viewer.

Don't worry about making a mistake. If you say something that didn't come out right, stop and tell the videographer that you want to start over. Your mistakes will be edited out of the final video.

Practice

Practice recording yourself using your phone camera. The more you see yourself on camera, the more comfortable you will be for your shoot. Practice in front of others. Practice in front of a mirror. Practice, Practice, Practice.

Relax and have fun!