

## **Production Tips**

There are many different aspects of a successful shoot. It is the details that are often overlooked; this can make the difference between a professional looking video and one that was shot by Cousin Joey. When professional actors are used, they already know how to handle wardrobe, hair and makeup. If, on the other hand, your talent is your coworker, these things should be addressed prior to the day of the shoot.

### **Wardrobe**

Advise anyone who will be onscreen to avoid the following:

- Clothing with sayings or logos – unless it is a company logo
- Solid white or black – whites can appear too bright onscreen and blacks can appear as a 'black hole'
- Avoid extremely bright Red colors (lipstick or fire engine red are particularly bad)
- Tweed, herringbone and small checks are not camera-friendly. Also avoid plaids. Plaids with thin lines can buzz onscreen; however, 'buffalo plaids' are acceptable
- Small prints or thin lines – these can look busy or "buzz" onscreen
- Avoid clothing made from a glittery fabric or with jewels attached
- Keep jewelry to a minimum and avoid big, bright pieces or jewelry that jangles and clinks. Be aware that necklaces may rub against microphones clipped to your clothing.

In general, wear comfortable clothing that you feel good in. It is best to stay away from extremely light or dark colors; instead, concentrate on mid-tones or pastels. Advisable selections would include solid, bright clothing or large patterns. Clothing and color selections should fit the mood of the spot. Generally all shades of blue and green look good on video.

### **Hair and Makeup**

Keep it simple and be yourself. Your daily hairstyle is fine and makeup should be what you normally wear. We can provide a light dusting of translucent powder to take away shine from noses and temples.

### **Performance Tips**

If you've never been in front of the camera before, you may be a little intimidated. Please, relax! We will do everything we can to make your experience enjoyable and fun. Please review the following prior to arriving for your debut; it will help

- If directed to do so, look directly at the camera as much as possible, even to the point of addressing the camera when you talk to someone in the same room with you. This practice helps the audience feel as if you are talking directly to them. Avoid 'checking in' with the director too soon; this can result in a shifty-eyed look.
- Taking cues is a good workout for peripheral vision. Do not overtly acknowledge the director's cues by nodding or saying, "OK". Also, try not to shift your eyes. Cues are given close to the camera lens to make it as easy as possible to take them within the flow of the production.
- Pause after the director asks questions before responding. This will produce for a clean edit and prevent your reply from being clipped.
- Rephrase the question in your response. If asked, "What is your name?" respond with "My name is..." rather than simply stating your name. Remember, you are talking to the audience, not the director.

### **Vocal Preparations**

- If you find yourself nervous, take deep breaths, get a drink of water, laugh or yawn. Why yawn? You cannot yawn and be tense at the same time. Even a nervous laugh to yourself will help relieve tension.
- Prepare your voice. Relax your throat with a glass of lemon and hot water before departing for the shoot. Also, certain foods and beverages coat your throat, causing difficulty in swallowing and speaking; stay away from cola drinks, chocolates and dairy products.