

WHAT TO WEAR ON CAMERA

A TV-18 Guide to looking good on your show

DO wear:

Pastels look good: light blues, lavender, and greens. Earth tones are always safe.

DON'T wear:

- Red – red/orange or fuchsia
- White clothing
- Black/dark clothing lacks subtle modeling
- Strong bright colors

Even a relatively small area of strong color may appear very pronounced

- Glossy materials – satin, etc.
- Shiny sequined or metallic finishes
- Fine stripes, checks, or herringbone patterns
- Rhinestones and other highly reflective jewelry
- Noisy jewelry – e.g. multi-string beads may cause extraneous clinks, rattles, or rustles.

General Clothing Problems

- Very low necklines
- Short skirts/dresses
- Avoid tones that merge with the background
- Beware detailed or fussy patterns
- Close stripes and checks flicker (strobe) at certain distances
- Be aware of the tonal contrast between clothing and face

Microphone Placement

Personal microphones are usually clipped to lapels or ties.

Cardigans and button-down shirts work well. Please avoid crewneck tops or t-shirts as they leave no place to clip a microphone.

Props

Paper, file cards, flipcharts, scripts, and presentation boards should never be white. Photos should be horizontal, as large as possible and with a matte finish.

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