

Production Tips From Shamrock Communications

What To Wear On Camera

When being taped on camera certain colors and patterns in clothing are better than others. Please use this list of points to help select your wardrobe for your on camera appearance.

Men: What to Wear on Camera

- Avoid stark white or bright yellow shirts that tend to reflect light and be too vivid on camera.
- Avoid black suits, which tend to diminish your appearance because they absorb too much light.
- Avoid dress shirts with pinstripes close together. Lines close together tend to flutter on camera.
- Avoid fabrics with complicated patterns such as checks, tight/close stripes, herringbones, tweeds, and loud plaids. Fabrics of this design tend to strobe on camera.
- Avoid neckties with bold, tightly designed patterns, including plaids, polka dots and shiny fabrics. They too will flutter on camera.
- Bring a blue, gray, pink, or beige dress shirt if you are going to wear a dress shirt.
- Bring a medium colored suit, if possible. Best bets are blue/dark blue, gray, and brown.
- Bring clothes made of natural fabrics that tend to breathe easily under the warm studio lights.
- Bring two or three neckties that match your suit (to try out on camera). Make sure neckties are non-shiny and loosely patterned.

Women: What to Wear on Camera

- Avoid stark white, bright yellow and red suits that tend to reflect light and be too vivid on camera.
- Avoid black suits, which tend to diminish your appearance because they absorb too much light.
- Avoid white blouses that reflect light into the camera.
- Avoid highly shiny or glossy fabrics that reflect light back into the camera.
- Avoid fabrics with complicated patterns such as checks, tight/close stripes, herringbones and tweeds. Fabrics of this design tend to strobe on camera.
- Avoid wearing sleeveless dresses or tops (even in the summer) that are not accompanied by a matching jacket or ensemble. Short sleeves give an informal look and bare arms may draw the viewer's eye away from your face. With makeup on your face, your arms will appear much lighter in color on camera.
- Bring solid colored clothes. Best bets are navy blues, grays, purples, dark creams, browns, and neutral colored suits.
- Bring clothes made of natural fabrics that tend to breathe easily under the warm studio lights.
- Style your hair off your face to avoid shadows.