



WHAT NOT TO WEAR

Video cameras do not universally reproduce everything well. For the best results, avoid dressing your talent or client in these (fashion statements notwithstanding).

Small checks, Herringbone patterns, etc. will "beat" with video sample frequencies and cause spurious color rainbow patterns.

No reds. Video does not reproduce red well.

No stripes or high contrast colors. They'll cause exposure problems.

Leave the jewelry at home or keep it to a minimum. Likewise anything sparkly. Jewelry and sparkly items attract attention from the talent as they move and catch the light. And there will be lots of light.

Any loose or moving item (including jewelry). It can click or clank and make noise that will be picked up by the microphone.

No logos or trademarks (Nike Swish for example) visible on the apparel (unless it's the client's logo).

What works:

Solid colors that are not overly saturated (and no reds).

Subtle colors or patterns.

Contact lenses instead of glasses.