**One Button Studio:**

**Pre-Filming Advice**

Center for Teaching
and Learning
UNIVERSITY OF GEORGIA
1785

# HOW TO DRESS FOR THE CAMERA

Wardrobe selection is essential to production planning, as some fashion choices are not camera friendly. Here are a few universal guidelines that will help you plan your on-camera styling:

- **Warm colors are your friend.** Warming colors like teal, cobalt, purple, and coral pop on screen and are some of the safest options for filming. See the jewel tone palette below: jewel tones have the right amount of saturation for all skin types and will prevent washout under harsh lighting.



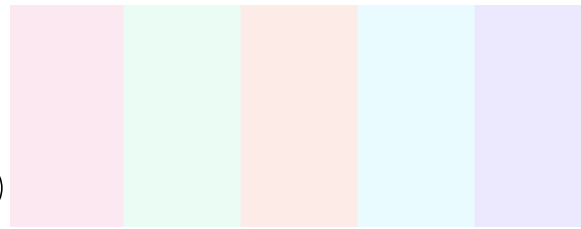- **Avoid bright, neon colors.** These tones are not handled well by video cameras.
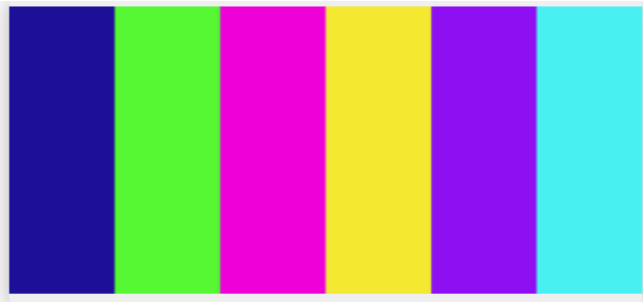


- **Choose pastels only if they have a strong hue or are layered with darker or brighter colors.** Very pale pastels can appear white on camera, which may wash the color of your skin tone out.

Pastel with Strong Hues ✓

Pastels that are too Pale ⊗

- **Avoid wearing predominately white, solid black, or bright red/orange outfits.** White can glow when the camera exposure is adjusted for your face. While you can wear white when layered under a jacket or sweater, it is best to wear another pastel or warm tone. Solid black outfits can give you a shapeless look when the camera exposure is corrected. Black can also have an aging effect, making shadows on the skin more pronounced. Finally, bright red/orange can "bleed" on camera, giving off a halo effect.

- **Avoid wearing the same color as your background.** Wear a color that contrasts with your background instead. The standard background in our One Button Studio is a black curtain – you may also select to film in front of our green screen (more advice on green screen filming can be found below).

- **Stick to solids and steer clear of clothing with patterns.** Patterns are distracting when worn as your main attire and can cause video blurring (but, as noted below, prints can be used as an accent when layering). Some small, tight patterns like pinstripes, plaids, and checks can cause what is called the Moire Effect:

- **Add visual interest to your outfit with layers.** Layering is always a solid choice - you might select jewel tones from the same color family, a plaid tie against a solid shirt and jacket, or a printed top under a solid sweater or blazer.

- **Do not wear shiny fabrics.** Cotton and matte fabrics help dampen shadows and create a smoother body profile.

- **Avoid fabrics that rub and make sounds.** These sounds may be picked up by microphones during your recording session and are very difficult to edit out later.

- **Stick to classic styling choices.** Trends can make your video look dated. If you plan to use your video for years to come, stick to classic styling choices.

- **Wear something you feel comfortable in.** If you feel comfortable, you will look comfortable on camera!

- **Avoid visible logos, brand names, or large text.** These can be distracting for the viewer and/or may need to be edited out of the video later.

- **Highly reflective or noise inducing jewelry and props are not recommended.** These can cause visual distractions and/or noise that is picked up through the microphones. As noted below, reflective jewelry can also interfere with green screen filming, as these can pick up a green reflection. When in doubt, lean towards minimal or understated jewelry.

- **Avoid makeup that promotes shine.** The bright lights in our recording students can reflect off of your face. Note that makeup that includes sunscreen can promote shine; whereas matte powders can combat shine.

- **Avoid major makeovers just prior to, or in between sessions of, your video shoot.** Major changes to hair color or style, significant sun exposure, etc. can interfere with the workflow of your video shoot.

- **Bring several clothing options, if you aren't sure!** You can always do a test take in one outfit, and switch to another if you find you have not achieved the look you desire.

## FILMING WITH A GREEN SCREEN

Green screen filming is a process where someone is filmed in front of a green background. After recording, the green is removed and replaced with another image or video footage. Keep the following tips in mind if you will film in front of a green screen:

- **Avoid wearing *anything* green.** This includes even the slightest touches of green! Any green item you are wearing will be replaced with the post-edited image or video.

- **Reflective jewelry and shiny or reflective attire should be avoided.** These can also pick up a green reflection from the background.

- **Minimize loose hair strands.** Loose or frizzy hair can cause post-editing issues in green screen filming.

## PLAN YOUR VIDEO(S) IN ADVANCE

Being unprepared can leave viewers underwhelmed with your finished product. Consider the following tips to ensure your final product is of the best quality:

- **Do a bit of homework:** look for sample videos that emulate your desired end product and make notes what you like about them.

- **Define the purpose, style, and audience of your video.** Questions to ask yourself include: What is the main message of your video? Who is the audience? What is the description of your video? How many videos are you creating? How long should they be? How many days or hours will it take to produce the necessary content? Create a checklist of everything you may need.

- **Create an outline for each video you will record.** Think about the beginning, middle, and end of each video. What are the key points?

- **Write a script.** This part of content creation is just as important as what you will wear. Think about the person(s) who will ultimately be reading the script (maybe that is you!). Keep sentences short. Convey a clear message and leave out buzzwords. Once you've created a script, read it out loud and time yourself… several times. Adjust your script to fit the desired length of your video. Are there sentences or phrases that can be eliminated or changed? Are there words that need to be emphasized?

- **Consider using the teleprompter.** Our One Button Studio is equipped with voice activated or manual scroll Teleprompting software to assist you in reading your script. The teleprompter is designed to keep the reader looking directly at the camera (and therefore, the audience), providing the feel of an engaging conversation. To use the CTL's teleprompter, please adhere to the following guidelines:

  o Create your script as a plain .txt file format. To do this use "notepad" for PC's or "text edit" for MAC's. Another way is to use google docs.

  o Keep your script plain text by scrubbing them of formatting and hidden characters such as hard spaces. Use plain-text copy-and paste. Consider using Google Documents (docs.google.com) to use the clear formatting feature. <span style="color:red">Watch this demo</span>.

  o Use single spacing (no double spacing!) and no indents.

  o When saving as plain text, we recommend "Saving as" and choosing UTF-8 encoding. This is of particular importance for Mac users.

  o Do not combine video scripts – create a separate script for each video you will record.

  o **Send script in advance of filming if possible**. A CTL staff member can do a run through of your script to test for any issues eliminating downtime the day of recording.

  o Do not combine video scripts – create a separate script for each recording.

  Speaker Specific Tips

  o If it seems the VoiceTrack is not following you closely enough, **enunciate clearly**. This works better than speaking louder.

- **Plan for a few tests takes before you record the final take.** During your test takes confirm that you are standing in the correct location, that the volume of your voice is sufficient, and that the camera is positioned correctly. Check that the lighting is adjusted to your liking. Confirm that you are happy with your clothing and makeup choices.

- **If you will record a series of videos, consider consistency.** Make note of the lighting, camera position, and standing location choices. You may wish to keep these consistent across your series.

- **Consider making an advance appointment to visit to the recording studio.** Our staff are happy to meet with you in advance of your filming date, to give you a preview of the recording space, a brief tour of the equipment, etc. This can help ease any nervousness!

## DURING THE SHOOT

- **Make notes in between takes to help with the post-editing process.** Each recording is time and date stamped, making it easy to reference start and stop points in your recording.

- **Turn off your cell phone.** You don't want to be on a roll and need to stop and restart again.

- **Don't get discouraged!** No one gets it right the very first time. Test takes are necessary for even the seasoned video producer. Be patient with yourself. With the planning you've done, you're bound to create a video that conveys the message you are aiming for.

## AFTER THE SHOOT

When you are finished, it is time for editing! While CTL does not offer editing services, we do provide an editing suite equipped with a computer, editing station, and video editing software that you are welcome to use. Our editing suite computer provides access to the iMovie and Adobe suite (premier, photoshop, encoder) video editing tools, and Toast software (used to burn DVDs of videos created in the editing suite). If you plan to use our editing suite, we recommend that you gain advance familiarity with this software in advance of your visit. Introductory instructional videos for how to use this software can be found on LinkedIn Learning, provided free to all UGA faculty, staff, and students.

If you will not be the one doing the editing, designate a person in advance to help you with this process.