

## **Looking Your Best on Video**

Remember that video is theater. Just as in a play, video actors and actresses must adapt their appearance and performance. Attention to a few details can make your video look professional.

### **Clothing**

Choosing what you wear can make a big difference on video.

- Wear clothes that have soft colors.
- Avoid clothes with bright colors and large patterns.
- Avoid baggy clothes since they will make you look heavier.
- Avoid dramatic contrasts such as a white shirt and black slacks.

### **Accessories**

- Avoid distracting caps, hats, scarves, and jewelry—unless they are part of your costume.

### **Makeup**

- If at all possible, use pancake or base makeup to prevent you from looking “washed out” or ghost-like. Makeup should be worn by both men and women.

### **Body Language**

Your body language can make or break your video.

- Act relaxed and natural. Rehearsing will help you to achieve poise on camera and overcome nervousness.
- Speak as you do in real life, using your normal tone of voice.
- When speaking to the audience, face the camera. Pretend that the camera is a person.
- If you are engaged in dialogue with another actor, face that person and interact normally.
- Try not to let the audience know what is about to happen next by reacting too soon or waiting for cues to occur. This is called "telegraphing" and can make your video seem unrealistic.

After you have finished taping, watch yourself on video. This is the best way for you to judge how well you looked and to improve your performance.

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