

WHAT NOT TO WEAR

Many producers spend a lot of time thinking about what their on-screen talent should wear. This is a good thing to think about, but believe it or not, what should be focused on more is “what not to wear.” The image sensor on a camera responds to light differently than the human eye, so it will display those captured images differently.

The first thing to keep in mind is to ask your talent not to wear any bold patterns or tight stripes. These patterns can cause moire, which is when the pattern begins to blend into itself, while also having the tendency to flash. This will become distracting to the viewer and shift audience focus from the content you are trying to deliver, to what the speaker is wearing. To solve this problem, suggest that your talent bring a few different sets of wardrobe, then help them choose clothes with patterns that are less busy.

Other wardrobe pitfalls are solid blacks, darks, pastels, and white colors. These tones are so far on the color spectrum and they have a tendency to bleed or shine. Darks will absorb light, making any non-dark color look as if it is floating in space. Whites do the opposite and shine, making anything next to the white color look washed out or appear much too “hot.” You could suggest that the talent wear an off-white color or a faded black. This idea also applies to colors that are much too vivid. A toned-down version of the color can help prevent a distraction.

The last thing to avoid are shiny fabrics or shiny jewelry. Lights can cause objects to give off reflections, which could cause those shiny objects to become distracting to a viewer. Jewelry also has the added issue of making noise when your talent moves, which can become a problem when mixing audio. Suggest that your talent remove jewelry or replaces shiny clothing with something more matte or flat. With these tips your content will shine, not the objects!

