DRESSING FOR TELEVISION

CLOTHING
The type of clothing a person wears is of course going to depend on their particular styles and tastes. It also can depend on which type of program or setting you are going to be videotaped for. Whatever the person or situation, there are some types of clothing that look better on television than others.

LINE
I’m sure we’ve all heard the saying “television can add a few pounds” to any subject. Clothing cut to a slimmer outline can help neutralize this effect. Slim dresses and tighter fitting suits look more attractive than heavy. Stay away from heavily horizontally striped material and / or baggy suits or dresses. The outfit should be slim yet comfortable for the person wearing it.

COLOR
One of the most important details of color is how what you wear is going to integrate with the colors on the studio set. If your television set is primarily blue in color, you obviously do not want to wear a blue outfit. This would run the risk of “blending in” to entire set. If it has been indicated to you that are going to be chroma-keyed or “green screened” as the effect is called, be sure not to wear any shades of green the day of videotaping or will you risk becoming invisible on camera.

Try to stick to softer pastel colors if you are simply wearing a blouse or shirt. Stay away from strictly white or solid black unless it is part of a business attire to be accompanied with a business jacket. Just a white shirt worn by itself can cause the camera’s iris to become extremely bright and wash-out all other elements of the shot.

TEXTURE & DETAIL
Lines and color are important aspects with a long range camera angle, but they are even more significant in a close-up situation. Textured materials often look better than plain, but do not use patterns that are too contrasting or busy. Closely spaced geometric patterns such as checkerboards or larger pinstripes can cause a vibrating, smudgy look on camera. One way to make your clothing look more interesting on camera is too accessorize with items such as scarves or jewelry. But remember, jewelry can be highly reflective, so use your best judgment since you will have a large number of lights on you in the studio.

If you ever have any questions about this subject or anything pertaining to television production, please call Jim Goodlander at (479) 575-3243 or you can e-mail me at JLGood@walton.uark.edu

Written 11/14/02 by Jim Goodlander