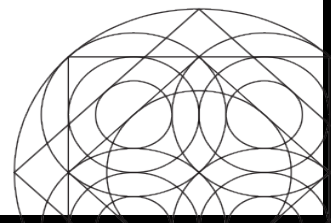
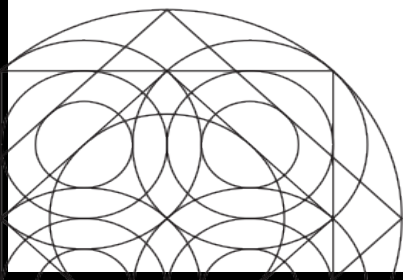


PRESENTATION

For Video



WHAT TO WEAR

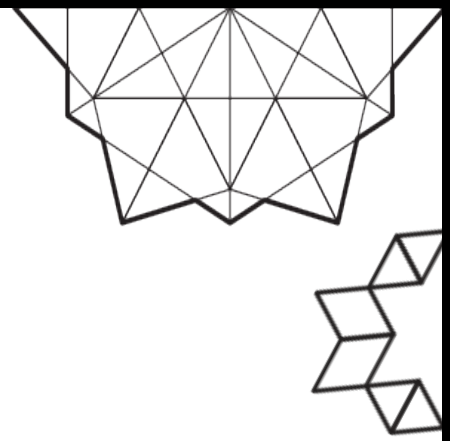
- *We have just 3 seconds to make a great first impression!*
- *55% of our message is based on presentation*
- *Start with your end use in mind.*
- *Start with your signature styles wardrobe*
- *Avoid anything too distracting*
- *Avoid anything that's going to date too quickly*
- *Avoid baggy clothing and horizontal lines*
- *Wear perfectly tailored attire and follow the Buttoned vs. Unbuttoned rule*
- *If you're wearing a tie, make sure it's the kind of shape that your target audience would appreciate*
- *Men: avoid short sleeves*
- *If t-shirts are in your brand ID, go for a new one that has not been worn more than a couple of times*
- *Think of the image you're trying to project*
- *Wear natural fabrics that tend to breathe*
- *Don't forget continuity - Look the same in every shot to create seamless editing. Once you start shooting, don't change a single thing with your appearance*

BEST COLOURS FOR FILM

- *Your best colours are the ones you have already selected based on your skin tone*
- *Colors set against a white background will appear brighter, while colors set against a dark background lose some of their intensity*
- *The best colours to wear are bold, rich solids*
- *Avoid plain black and white clothing*

WHAT TO AVOID

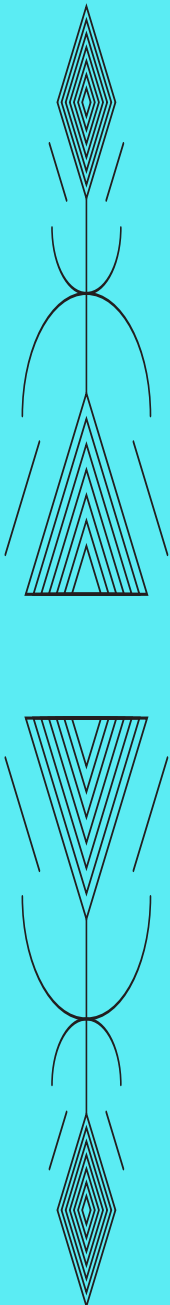
- *Avoid patterns – even with ties*
- *Avoid accessories that make a sound or have a flat surface that could reflect the light*
- *Long necklaces may rub on your microphone*
- *If you wear glasses, adjust the position or opt for glare proof glasses*
- *Avoid shoes that make noises when you move or walk in them*



HAIR AND MAKEUP

- *Consider the purpose of the video to determine whether its best to invest in hair and makeup, or DIY*
- *If you are doing a video for a new product brand video or you plan to use the video for a long time... invest in hiring a professional for your hair and makeup*
- *Make sure your hair is out of your face and not covering your eyes*
- *Consider camera position when determining hairstyles*
- *Set your hair in a way so that you cant touch it or play with it*
- *Use hairspray to tame flyaways*
- *Leave it down vs. pulling it up*
- *Go a little bit heavier than usual – a lot of your makeup gets lost on screen*
- *Consider wearing red lipstick – red signals leadership and authority*
- *Use translucent powder*
- *Consider visiting a makeup artist (MAC Cosmetics or hiring to appear on set)*

PRESENTATION NOTES FOR MY NEXT VIDEO SHOOT



GROOMING FOR MEN



- *Consider camera positioning when determining your part*
- *Ensure your hair is not covering your face*
- *Visit a hairdresser*
- *Clean shaven is better on film*
- *Use translucent powder to avoid appearing shiny or use Blotting Papers*
- *Don't forget the top of your head. If you are bald or balding, be sure to powder your head*
- *Consider a fake tan in winter months*
- *Use under eye concealer*

PRESENTATION NOTES FOR MY NEXT VIDEO SHOOT
