



HPIM

**ON CAMERA GUIDELINES
DO'S & DON'TS**



COLORS

DON'T

- Avoid wearing **extreme colors** such as white, black and bright red.
- Avoid **hot colors** like hot pink, green, yellow, and orange.
- Avoid polka dots, stripes, plaid, or any type of **crazy pattern** – lines on screen will look like they're moving, and it can make viewers feel dizzy.
- Avoid wearing **logos and sayings**. It can send a wrong message and even cause trouble with copyright.



Pick deep-rich colors. Wear **blues, cobalt** and **purple**. **Pastels** work on camera too!

CLOTHES

DON'T

- Avoid **heavy fabrics**, they will make you hot and sweaty under the camera lights.
- For women, avoid **short skirts** (especially if you are sitting down)
- Avoid showing **too much skin** (naked shoulders, deep cleavage etc.)
- Avoid wearing clothes that are **too tight** or **too loose**.



Cotton or **light fabrics** are the way to go. And iron your clothes! Wrinkles stand out

EXTRAS

DON'T

- Avoid heavy and **clanky jewelry**. Dangly earrings are distracting.
- Try to stay away from **anything that reflects** or glares.
- Try not to use too many **hair products**, they might shine.
- Avoid **glossy lipsticks**, reflective lips look weird on camera.



Use some **powder**, it will deflect the lights.

DON'Ts

avoid extreme or hot colors



no stripes or crazy patterns



stay away from heavy fabrics



DOs

Pick deep and rich colors



go for pastel colors



use cotton or light fabrics





HPM

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