



For an Effective Video Session

The following tips are designed to help make a planned videotaping session, held in a controlled environment such as an office or a studio, a success.

Clothing

- Wear clothing that is a soft or neutral color. Bright colors can “ghost” on video and give the appearance that your clothing is following you around. The color red “bleeds” on video, blurring the edges of your clothing. Solid white clothing makes it difficult for the camera operator to get good color contrast – similar to the type of problem you experience trying to take photographs in snow, or on the beach.
- Clothing with a soft pattern is appropriate, but avoid clothing with large patterns or geometric shapes. The viewing audience will be watching your clothing instead of you!
- Avoid jackets, shirts or ties with tight patterns or thin, vertical stripes. These create a distracting wavy pattern with any movement.

Interview Style

- During the videotaping session, stand or sit in place, almost as if you were nailed down! Try not to move around, shift your weight or shuffle your feet. Since the camera is stationary, your movements can make you appear as if you are bobbing around in a boat.
- Look directly into the camera or at the person asking the questions. Do not look at others who may be around you.
- Relax and have fun! This will help keep the viewer focused on your presentation.

Speaking Tips

- Prepare a list of the points you want cover. Unless you are a “natural” in front of the camera, the more you prepare for what you want to say and how you want to say it, the better your videotaping session will go. Before the interview is over, check your list to ensure you covered all your most important points.
- If you are addressing the camera directly, “one-on-one,” consider using a teleprompter. A teleprompter projects the text of your comments onto a mirror, which you read by looking directly into the camera. The result gives you a very professional and very natural appearance, as it keeps your eyes directly on the viewer.
- Avoid phrases such as “again...” or “as I said before,” even if you find yourself repeating something you’ve already said. The final video may not be put together in the same order as it was taped, so what seems repetitive to you may not be so in the final video.
- Keep the intended life span of your video in mind and speak in the present tense as much as possible. Specific references to time, such as “when we launch our new program on Tuesday” can outdate a video that would otherwise have longevity. A better sound bite: “Our new program will...”
- Unless you are in a live interview, don’t worry about making a mistake. If you say something that didn’t come out right, stop and tell the videographer that you want to start over. Your mistakes will be edited out of the final video.
- If you are being prompted with questions by an interviewer, be sure your response stands alone as an effective sound bite. For example, if the interviewer asks you “How long have you been farming with draft horses?” a good answer would be “I have been farming with draft horses for 55 years.” If you just respond “55 years,” your answer will have no meaning or context, and your response may never make the final video.