

# On-Camera Performance Tips

*Going in front the camera for the first time? Do you want to maximize the quality of your performance? Here are a few tips to help get you prepared:*

## **Body Language**

- Articulate your words clearly while speaking.
- A slight natural smile makes you appear more friendly and improves the tone of your voice.
- Vary the inflection, tone, and rhythm of your voice as you speak; be enthusiastic.
- Whether you are sitting or standing, maintain good posture.
- Be relaxed; if you are tense or nervous, it will be very obvious on camera.
- Be yourself; let your personality shine through.

## **Physical Appearance**

- Don't wear clothing with attention getting or distracting designs, patterns, logos, or colors.
- Don't wear bright (vibrant) red or blue clothing.
- If you know what the background color(s) will be, wear clothing that contrasts nicely with it.
- Eyeglasses are okay, but if you have contacts, consider using them instead; they make your eyes stand out more and eliminate reflections from the high-power lighting.

## **Where Do I Look?**

- Talking head/training course style presentations: Make sure to look directly at the middle of the camera lens/teleprompter screen while speaking.
- Teaching seminar/Classroom style presentations: Never look directly into the camera. Instead, talk to your audience (whether it's real or pseudo) at near-camera level.

## Just For Men:

- If you have facial hair, make sure it is trimmed and groomed neatly. If you don't have facial hair, make sure you are clean shaven. A 5 o'clock shadow doesn't look very nice on camera.
- A recent haircut is always nice.
- A minimal amount of makeup will be applied to your face (foundation & powder) to even out skin texture, hide blemishes, and remove shiny skin due to sweating and natural skin oils.
- Powder is also applied to the upper forehead / head where there is no hair, to prevent reflections.
- Bring lip balm.

## Just For Women:

- If you are doing your own makeup, apply a little more than usual. You need more makeup because the bright lights we use while filming desaturate the colors somewhat.

*Once again, if this is your first time on camera, don't worry! Working together with the friendly staff of Market Vision Media, your video shoot will be a successful, low-stress, enjoyable, experience. We look forward to working with you!*

*If you have any additional questions, please don't hesitate to contact us:*

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