

Looking Great For the Camera

By Carolyn Klasnick is the co-owner of Post Script Productions LLC, WBN South Hills Chapter

Preparing to be professionally photographed or videotaped can often be a stressful task. It might even get you thinking - hey, though I know nothing about shooting professional photos/video, I think it'd be a lot easier to be behind the camera than in front of it. As someone in the industry, I will sometimes agree with you! Not many people really like to be photographed or videotaped but as someone who works behind the camera, I can share with you ways to make your photo your very best!

First, when selecting an outfit, pick something that you feel comfortable in, something that makes you feel good. Try to avoid extremely baggy or extremely tight clothing. Your clothes should fit you well. Select something that is clean (no dog hair, stains or accidents from lunch!), professional and simple. Avoid wearing detailed patterns. Tiny checks or stripes do not show up well on camera. Professional video and photographs are often not taken every year so you want to make sure that your wardrobe selection won't look dated 5 years from now. Lastly, avoid wearing solid white or black as it can sometimes create inconsistencies in the finished product. This is especially true if you are featured in a video with others back to back.

Next, apply makeup and do your hair as you normally do it. Do not feel like you need to increase the amount of makeup or do something unique/creative with your hair. It is best to look as close to what you normally look like as possible. I cannot tell you how many times I've looked a person's head shot prior to a meeting and then met them and thought, "Wow, you look nothing like your photo!" Looking airbrushed and "over done" could hurt you as opposed to help you, unless of course you are that flawless everyday!

Then, select accessories (i.e. jewelry, tie for men, etc.) in the same way. Wear classic pieces, as opposed to super-trendy pieces. Remember, you don't want to look dated in a few years!

Finally... smile! If you are being photographed, wait until the photographer counts down and think of your friend telling you a funny joke; this will cause you to give your most natural smile. If you are being videotaped, remember to smile, raise your eyebrows, and speak in a way that is upbeat and interesting.

Be yourself; you'll look great!



About the Author: Carolyn Klasnick is the co-owner of Post Script Productions LLC, a full service video production company located just south of Pittsburgh. Her business specializes in partnering with companies and organizations to produce high quality videos that can be used for promotional and marketing purposes, educational purposes, internal communication/training, etc. Post Script Productions also provides wedding videography services to couples in the Pittsburgh and Baltimore areas.

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