

Tips for an Effective Video Session

College of Sciences and Mathematics

What Should I Wear?

- Look as professional as possible for your video session. Wear clothing that you would wear to an interview.
- Never wear clothing with general logos or wording that could distract from your message and are not related to purpose of the video segment.
- Do not wear reds or solid red colors since they can blur the edges on the video.
- Avoid bright colors since these can give off a “ghost” effect during video taping.
- Do not wear solid white because the video camera may not be able to obtain a good contrast.
- Do not wear bold patterns or large geometric shapes that could be distracting and be more memorable than your overall message.
- Avoid clothing with thin stripes since they can appear wavy on film.

Don't Move Around

During filming, stand or sit in place. Try to stay still and refrain from moving around or moving your hands.

The more you move on camera, the movement will be more memorable than what you have to say. Stay still during the entire time you are on camera.

Repeat Questions You Are Asked

If you are asked a question on camera, answer the question by first **rephrasing** the question. If you are asked this question:

“What advice would you give COSAM students?”

Start your response with: “My advice to COSAM students is...”

If you just respond without the context of the question, the answer may not have any meaning to the person watching it.



Five tips for being on-camera:

1 - Prepare a list of points in advance that you want to convey in your recording.

2 - Avoid phrases such as:

“Um”

“As I said before”

“Again”

3 - Try to remember the life span of your message. Don't reference this week or next Friday. The video could have a longer shelf life without it.

4 - Don't worry about making a mistake. If you need to start again, take a deep breath and start over.

5 - Relax. The more relaxed you are, the more confident and professional your video will be to the viewer.



COLLEGE OF SCIENCES
AND MATHEMATICS