



BE A STAR FOR A DAY

If a picture is worth a 1,000 words, what's a minute of video worth? According to the experts at Forrester Research compared to print. And, based on the rapid growth of Accurate's video business, we can concur that it has quickly become a critical piece in the communication toolbox of our clients.

So, armed with the evidence your organization has decided to produce corporate or product videos. Maybe you're the star or you're responsible for preparing the stars for their parts. What should you do to prepare yourself or your cast for the shoot?

The following list offers you a checklist of some of the most common things we do to prepare subjects for a video shoot to ensure they look and perform their best:

CLOTHING

Avoid solid black because it's hard to light. Think greys, browns, or navy if dark colors are what you want. No solid white either (it's also very hard to light). Off white, cream, beige, soft yellow, and light blue all create a soft look. Also avoid busy patterns, overly vivid colours, shiny fabrics, and bright, shiny or loud jewelry.

BRING OPTIONS

It is always a good idea to bring wardrobe options. This ensures that our videographer can help choose the outfits they feel will film

best. Also, if you're sharing the limelight, having options ensures you don't accidentally arrive with the same shirt or dress.

GROOMING

Make sure your clothes are ironed and pressed. Ideally you should bring the clothes you plan to wear on a hanger and change into them prior to the shoot. Consider getting a nice fresh hair cut or trim the week before the scheduled shoot too.

PRACTICE, PRACTICE, PRACTICE

If the production is scripted, follows a storyline or is an interview format, read the lines of enquiry or script well in advance so you are prepared on filming day. Get comfortable with the process and practice in front of a mirror. Try getting someone to video you with their phone so you can correct any body or speaking mannerisms.

LIMIT DISTRACTIONS AND INTERFERENCE

Too many people around during shooting can make you uneasy or create distractions. If you're shooting at your place of work, this is your 'set'. Make sure you notify coworkers in advance so that they can be prepared for how the shoot will impact their day. They may not be in the shoot but they play an important part by minimizing noise and disruptions. It also helps them understand why you need a clean, quiet set for shooting.

HAVE FUN

Go on set and be yourself. Don't try to be anyone other than who you are by letting your personality shine through and you will be great.