



Photo Shoot Guidelines

The SAEM/AISS Marketing team wants to make sure your upcoming on-camera photo shoot is successful. When you're representing the University of Arizona, we'll help you not only look the part, but also feel relaxed and comfortable so you appear confident and self-assured.

CLOTHING

- We recommend solid colors or very subtle patterns. Avoid large stripes or busy prints – they distract from your facial expression, and may appear to move on their own. And due to glare, matte rather than shiny fabrics are better choices. Shiny jewelry will also distract, so we don't recommend it.
- As much as we love the UA, red is a difficult color on camera because it appears to bleed into its surroundings. We recommend wearing it under a jacket or in limited locations. Bright whites and fields of black have similar challenges.
- Colored clothing should contrast with your skin tone. If you wear a peach shirt and you have peach skin, the camera may not find the difference.
- Structured clothing with subtle details provides good body shape and enough visual interest without overwhelming the eye. And be sure to avoid revealing clothing.
- Please no company logos. Unless, of course, it's the UA!

HAIR AND MAKEUP

- If you wear makeup, you can wear a little extra makeup and / or powder.
- Hairstyles that are out of your face but not slicked back are best. Ideally, hair is down, loosely pulled back, comfortable but still smooth and styled.

We look forward to your upcoming photo shoot. If you have any questions, feel free to contact SAEM/AISS Marketing at 520.626.1238. We're here to help!