



STUDENT AFFAIRS & ENROLLMENT MANAGEMENT  
ACADEMIC INITIATIVES & STUDENT SUCCESS

Marketing

## Video Interview Guidelines

### Tips for looking and sounding your best

The SAEM/AISS Marketing team wants to make your upcoming on-camera interview both comfortable and 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 – an expert in your field.

#### 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.
- 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.
- 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.
- 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.

#### POSTURE

- Video tends to condense bodies, so in order to make you look as you do in real life, we may ask you to stand taller, lean forward, or, if sitting, cross your ankles and look over your shoulder. Know that this direction, although a little awkward-feeling, will make you look your best.

#### SPEAKING ON CAMERA

- You don't have to say it perfectly on the first try. Or the second. Take your time! Our cameras can record for as long as you need to say what you would like to say. You can do as many takes as you like. When giving an answer, it's always better to keep it short. Viewers think in sound bites.
- Take your time responding: it's okay to pause when necessary and take a moment to complete a thought. In fact, when you pause to breathe, our video editors smile!
- Please repeat the question aloud before answering. This helps you frame your answer, and provides the viewer with context, e.g. "I think students should come to the UA because ..."

**We look forward to interviewing you and having a successful shoot. If you have any questions, feel free to contact SAEM/AISS Marketing at 520-626-1238. We're here to help!**