



Wardrobe Guide *for* Photo & Video Shoots

To ensure a polished and cohesive look in photos and videos, please follow these guidelines when selecting your outfit.

DO's:

- ⚡ Wear solid colors. Grey, black, red and blue are usually best.
- ⚡ Choose clothing that is clean, free of holes, stains, rips, or pilling.
- ⚡ Keep your outfit in the "nice casual" range—think of what you'd wear to a dinner with family or a casual work event.
- ⚡ Bring an extra shirt with SUU lettering in case of last-minute changes.
- ⚡ Keep jewelry simple and minimal.
- ⚡ Shorts and skirts should be fingertip length or longer.
- ⚡ Bring a small bag to hold personal items (phone, wallet, keys) to avoid pocket bulges.
- ⚡ Bring a comb, hair products, and makeup for touch-ups if needed.

DON'T's:

- ⚡ Avoid neon or overly bright colors, especially white, bright yellow, and bright green.
- ⚡ No small patterns like stripes, checks, or houndstooth (large plaid is okay).
- ⚡ No logos or writing unless it's SUU-related—this includes other college apparel, band logos, political slogans, or graphics.
- ⚡ No crop tops or exposed midsections.
- ⚡ Avoid large, shiny jewelry or watches that may reflect light.
- ⚡ Avoid overly bold or loud outfits that might distract from the story we are telling—classic, clean styles photograph best.

Additional Notes:

- ⚡ Undergarments: Wear seamless, neutral-toned options that won't show through or create lines. Undershirts under dress shirts are recommended.
- ⚡ If specific wardrobe instructions are provided for a shoot, please follow them.

If you have any questions, contact kimberlysawyer@suu.edu.