

Demystifying High Definition Makeup for the Digital Signal Conversion

The analog to digital signal conversion has many on air personalities a bit nervous about their own appearance and/or makeup products and techniques. And while the changeover may affect some more than others, it's a good time for all to take stock of their regime. For anyone on camera, the process of getting dressed and made up has more stringent requirements for both men and women - most men don't even wear makeup every day in the real world!- but this is TV and so even they must perfect the veneer for the cameras and lights.

It's always been assumed that more makeup is necessary for television and to a point that's true as compared to other professions-it is a visual medium with technical aspects. But being **overly** made up whether male or female is **not** what's needed for camera- a carefully blended light application of the correct product type for the individual **is** necessary for the best effect- and that varies as much as people do. Different skin types and coloring determine the kind of foundation that an individual needs, which is the cornerstone product for everyone on camera. The right foundation gives an even toned, natural appearance that is a basic requirement for a man or woman- it is the first step towards a completed makeup for a woman and might be all that's necessary for some men. But the key to knowing that is a visual assessment of a person's on camera image- and how the cameras and lighting they are working with affects them.

Regardless of the signal conversion, the studio or field cameras and lighting are still the most crucial elements for a broadcaster's image- equipment rules. Many stations that broadcast have not acquired state of the art high definition cameras and are tweaking existing equipment to sync up with the digital signal. They will have a slightly sharper image but not the drastic change some expect. If a station is investing in new cameras, monitors there is likely to be a more significant change- colors will be even more vivid and detail will be much sharper - this can be adjusted somewhat but that's when makeup may need revamping.

Knowing how to make up specific to your environment is a necessary component. Studio broadcasters have a more static environment and can learn to play to equipment more easily. Field broadcasters need to hone in on a general camera makeup well applied that can translate most anywhere- if it can look good on a studio camera and set lighting then it will look good in a remote environment since studio cameras generally require more exacting application. While the field work may not show as much detail, setting a sloppier standard doesn't come across well.

For a male broadcaster in the field, often a light application of a powder or other type foundation is all that's really necessary- for females, a bit more makeup is expected and somewhat required so the benefit of learning a good studio makeup is helpful - that way it's a simpler process to do it quickly and efficiently and always be your best. It does not require excessive time, just the right tools - along with the acquired knowledge of what to do with the correct products.

For some air brushing is an option- but if not provided by the station or a production crew or makeup artist is a tricky, more time consumptive and expensive proposition. Other options are available that can render as good a result.

And that is key- frequently less can be more in the hi def format if the product used is geared for it. Production oriented products that have higher pigment levels so that less product is used are the long held gold standard and are available- new mineral formulations with reflective and non reflective pigments that balance and diffuse giving a soft, flawless camera image with a lightweight and sheer look off camera are also becoming popular. Texture and tone rule in this category and provide the most important aspect of makeup- a natural looking skin.

In reality, the same caveats apply to television makeup that always have- equipment/lighting and product-enough to render a pleasing effect and not too much to look either unnatural for a man or overdone for a woman.

The one thing all on camera professionals should do is air check themselves- if you can't judge yourself impartially or are in any way confused by what you need to do, ask your boss, agent, friend for an assessment. And then access a qualified broadcast makeup artist to create a regime for your on camera needs. Make your high definition transition translate to high impact with an updated cosmetic approach.