

INDUSTRY PREP TALENT WORKBOOK

AVANTI *your first step in the right direction*

Course curriculum

1. Orientation/ Improv or Modeling Exercise
2. Elevator Pitch Creation/Approval
3. Elevator Performance
4. Understanding Castings/Casting DPT Scheduling
5. Runway
6. Midpoint Review/Individual Career Path Scheduling
7. Intro to Improv
8. Commercial Creation/Approval
9. Commercial Performance
10. Scene Study/Assignment/How to Self Tape
11. Basic Skin Care & Makeup
12. Scene Performance
13. Checklist Approval
 - a. Social Media, Casting Depo Presentation

Checklist

- ☐ Desk top or Lap Top
- ☐ Ethernet Cable
- ☐ Plug in Web-Cam
- ☐ Good Lighting
- ☐ Casting Depo Profile (created with John Only)
- ☐ Instagram
- ☐ Clear and Professional Background for meetings

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SETTING YOUR GOALS

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Using Technology

- It is strongly that you use a desktop computer or a laptop to participate in class.
- This is in order to get the most out of each class.
- We recommend using “Gallery view” while on Zoom to have a better view of the classroom.
- Phones or a tablet may be utilized as the last option if you as the talent do not have either a desktop computer or laptop available.
- While utilizing your phone you most placed in Landscape mode (*sideways/horizontal*) not in Portrait mode (*upright/vertical*).

Make-up requirements

12 years old and under

Pre-teen females

- *Loose powder (translucent)*
- *Chapstick*
- *Lip gloss (no glitter or shimmer)*
- *Blush*
- *Mascara (clear)*

Pre-teen males

- *Loose powder (translucent)*
- *Chapstick*

Make-up requirements

Feminine

- Loose powder (translucent)
- Liquid foundation (match your skin)
- Liquid concealer (1-2 shades lighter than foundation)
- Chapstick
- Lip gloss (no glitter or shimmer)
- Eye shadow (matte)
- Blush
- Mascara (clear)

Masculine

- Loose powder (translucent)
- Liquid foundation (match your skin)
- Liquid concealer (1-2 shades lighter than foundation)
- Chapstick
- Mascara (clear)

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Make-up Application Tools

- *Brushes (small, medium, large)*
- *Sponges*
- *Beauty blender*
- *Mirror (hand held, compact, ect.)*
- *Not a must, but helpful:*

Tissues

Q-Tips

Cotton Balls

Makeup remover wipes

Wash cloth

Useful Skincare & Makeup Tools

- Online Color Matching can be done at
 - Ulta Beauty- <https://www.ulta.com/shade-finders>
 - Sephora- <https://sephora.com/beauty/foundation-shade-finder>
- Brand Comparisons
 - Temptalia-<https://temptalia.com/foundation-matrix>
- Skin Care & Makeup Products Ingredients Research
 - <https://www.ewg.org/skindeep>

Runway shoes requirements

Adult males and pre-teen males



Female Runway Shoes (13 years +)

- Closed toe,
- closed heel.
- 3-4 inches
- No Wedges, Chunky Heels, Platforms

Pre-Teen Females (6-12 years)

- Closed toe and closed heel
- Low heel (less than 3 inches)
- No straps over 10 yrs old



Elevator Pitch

Elevator Pitch

*A 30 - second commercial
about you.*

Basic Information

- *What is your name?*
- *Where are you from? Or where do you live?*
- *How old are you?*

Essential Information

- *What do you like to do?*
- *What are you most passionate about?*

What are your goals?

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Commercial Creation

Commercial Musts

- A product or service. (Does not have to be real)
 - Made up of 3 parts - a beginning, middle, and ending.
 - Beginning - Attention grabber. (connect with the audience)
 - Middle information - What is the product or service? What does it do? And why do I need it?
 - Ending - Call to action. (how will I receive this product, call 1-800-222-2222 or go to our website at www.mywebsite.com)
 - Say the product 3 times.
- Commercial should be

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1. What is the main purpose of the document?

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Runway Basics

Model stance or "T" Stance

Model stance or "T" position refers to a pose where one foot is positioned directly behind the other, creating a "T" shape with your feet, with the front leg bent and heel off the ground, right foot or back foot slightly angled with the toes pointed out to the side, essentially mimicking the shape of the letter "T" -

Hips and shoulder pointing forward in the direction you will be walking towards to.

This pose is often used to showcase the lines of a garment and to create a specific and professional look.

Runway Basics

Model stance or "T" Stance

Female

Key points about the "T" position:

Foot placement:

- The front foot is pointed directly down the runway or direction you will walking towards to, while the back foot is placed directly behind it with the toes pointing out to the side, almost as if it's at a "2 o'clock" position on a clock.

Weight distribution:

- Most of your weight should be on your back leg, allowing for a balanced and stable pose.

Body alignment:

- Keep your back straight, shoulders relaxed, and hips slightly forward, hips will be leading as you walk.

Runway Basics

Model stance or "T" Stance

Male

Key points about the "T" position:

Foot placement:

- The front foot is pointed directly down the runway or direction you will walking towards to, while the back foot is placed with 6 to 8 inches of separation directly behind it with the toes pointing out to the side, almost as if it's at a "2 o'clock" position on a clock.

Weight distribution:

- Most of your weight should be on your back leg, allowing for a balanced and stable pose.

Body alignment:

- Keep your back straight, shoulders relaxed, and core engaged. Your shoulders will be leading as you walk.

Glossary

Every industry has its own jargon, here is a few terms used in the industry that will be helpful to you in your journey. Many of these words may be familiar to you, however, their usage may not always be what you'd expect.

ACCESSORIES: Any item not a garment including jewelry, watches, purses, briefcases, bags or umbrellas.

ADVERTISEMENT: Commercial work and television commercials (spots) are referred to as ads. A commercial booking pays the model their rate, because an ad is, in effect, an endorsement for a product.

AGENCY OR AGENT: The model's booker work at a modeling or talent agency. Today almost all work is exclusively done through a casting site. This person conducts all the day-to-day business affairs of a model/talent. They negotiate, organize and directs a modeling career with the approval of the model and the agency director (the owner or the person who runs a modeling /talent agency).

AUDITION: The opportunity for a model/talent to try out for a television commercial. The model/talent will be asked to demonstrate their talent, skill and ability for particular spot.

BODY SHOT: These are full length photos that show the entire model/talent. Every model agency will ask to see a body shot before or during an interview/audition with a potential model.

Glossary

CALL or CALL TIME: The exact time to arrive at a location, set or studio.

CALL-BACK: A second or third interview/audition for a particular job or assignment.

CANCELLATION: To release a model/talent from a definite booking, the client may pay a percentage of the model's rate, this is a cancellation fee.

CASTING: The selection process for a job. A casting is run by a casting director hired by the client, commercial director or advertising agency.

CASTING DIRECTOR: A free-lance specialist hired by a client, commercial director or advertising agency to help find the right model/talent for a specific job. It is their job to pre-select models/talent to a casting call whether through a casting site or in person audition.

CASTING CALL: When a model/talent is seen for a specific job through a recorded audition or in person.

CATTLE CALL: A general go-see, where a client interviews all potential models/talent. There can be a wide variety of physical types and looks or it may be an exact description of the model/talent needed for a specific job.

CLIENT: Any business organization that is in need of a model/talent. The term also refers to whoever is representing that organization at or for a specific job or shooting.

Glossary

COLLECTION: A designer's latest line that is to be shown on a runway.

COMMISSION: The percentage of a model/talent earnings paid as a fee for their agency's services. Generally, this fee may be between 10-20 percent of the model/talent's rate.

COPYRIGHT: The legal protection for a model/talent to prevent unwarranted use of their image. The copyright holder must have the permission of any model/talent included in the frame for the purpose they intend to use the image.

COUTURE: The French word for HIGH-FASHION (Haute Couture) clothes. It refers to custom-made, one-of-a-kind suits or outfits.

CREDIT ONLY: Work done by the model/talent without pay, however, the model/talent's name is mentioned.

DAY RATE: The fee a model/talent earns for an all-day booking.

DIGITALS: Modeling Digitals (also known as "Polaroids") are natural images of what a model currently looks like. These images were once taken on-the-spot with instant Polaroid cameras, (hence the name "Polaroids"), and they were taken to capture a model in simple lighting, without editing to show his/her natural appearance.

Glossary

DIRECTOR or FILM DIRECTOR: Is a person who controls a film's artistic and dramatic aspects and visualizes the screenplay (or script) of a shoot. The director has a key role in choosing the models/talent and all the creative aspects of filmmaking in cooperation with the producer.

FITTING: A booking to try-out samples/clothing for an upcoming shoot or runway showing.

FULL-FACE: When the head is positioned to be straight-on to the camera.

GO-SEE: A scheduled appointment or audition for a modeling assignment or job with a client, designer, photographer, editor or stylist.

HEAD SHOT: A photograph of just the face, or from the top of the head down to the shoulders. This is the main photo used on your casting or used by your agency/agent to promote you for potential castings or job opportunities.

HOLD: Placed on hold is to be booked. You don't accept any other jobs for the time period (date) while on HOLD.

INSEAM: The length of a man's pant leg. Measured from the crotch to the ankle.

OPEN CALL: When any model can attend an audition for a job or part.

Glossary

PARTS MODELING: Any individual part of the body, face, hands or feet which is to be shown in an advertisement or editorial spread.

RATE: Pay a model/talent receives for services rendered, or the per hour earnings.

RESIDUALS: A fee paid to the model/talent each time a television commercial is run on national television.

SESSION: A block of time reserved by a client for a model's time, used to describe time with a photographer, photography session, or a casting director, casting session.

SHOOT: A photographic session or recording or sitting.

STATISTICS: A model/talent's vital measurements and or sizes to be found on their resumes or casting site. This includes height, weight, eye color, hair color, shoe size, bust size, waist, hips, inseam, outseam, dress size for women. For men height, weight, eye color, hair color, shoe size, waist, inseam, outseam, collar size, sleeve length and chest.

TENTATIVE: An unconfirmed booking. For television commercials another expression is "right to first refusal" which means a potential client is contacted before any definite booking is accepted.

THREE-QUARTER SHOT: Any photo that shows a model/talent's face between profile and full face to the camera. Also a shot showing only from the knees to the head.

Glossary

TOTE BAG: A model/talent bag, that contains a variety of basic items that will be needed during a photo shot or job.

USAGE: The place or type of an advertisement, for example, advertisement billboards, online, television or packaging.

VOUCHER: An invoice, including a release, that is signed by the clients after a booking/job is completed.

Photoshoot Checklist

- 5 - 6 outfits to choose from -- you will *ONLY* be shooting in two-three outfits!
 - Solid colors *ONLY*!
 - NO prints, patterns, logos, plaids
 - NO white outfits unless its layered
- Appropriate undergarments
- Proper makeup worn to the shoot and brought with you for touch ups
- Proper hair styling worn to the shoot and products/tools brought with you for touch ups
- Personal products needed - lotion, ChapStick, lint roller, etc.
- 1 - 2 pairs of clean shoes
- No jewelry
 - NO watches, bracelets, wristbands, necklaces, etc
 - Females can have small studs as earrings
 - Religious accessories & wedding rings acceptable
- At least 10 - 15 different headshot/body shot poses prepared!

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BUSINESS PLAN BUSINESS MTG NOTES

#1- Do you have a business plan. If yes Please explain. If no please answer the next question.

How do I plan to be successful?

#2- Why do I want to do This?

#3-What is an Agent and What do they do

#4-Do you have a financial plan if yes what is it?

#5-How do you plan to utilize your time to effective have the ability to book projects?

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#5- What projects in acting are you best fit for?

[illegible]

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[illegible]

#5- What projects in acting are you best fit for?

[illegible]

#6-What type of roles fit you?

#7-What type of modeling fits you?

SOCIAL MEDIA PLAN

BUSINESS MTC

NOTES

1. Define Your Brand Identity

Clearly articulate what your Brand is.

#2- Identify your target Audience

#3- What Social Media Platforms do you use?

#5- When will you post and what will you post?