

# AVANTI

INDUSTRY PREP

## MASTER PROGRAM



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**INVITATION-ONLY**



- 1 **Podcasts/ Webcast Creation**
- 2 **Scout Moale; Capturing Proctile-Chechitru.**
- 3 **Soone Guilgping: Vertical Arts in State of Crestions.**

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# MASTER PROGRAM WORKBOOK (FILLABLE)

AVANTI – Master Program

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Talent Name:

Program & Group:

Program Start Date:

# CORE MASTER PROGRAM SESSIONS

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Orientation / Talent Intro / Elevator Pitch / Workbook Form / Monologue

Emotions / Facial Expressions / Body Language

Understanding Castings / How To Self-Tape / Background

Casting Profile Creation / Casting Director Checklist

Monologue Performance / Voice Over Creation

Midpoint Review / Individual Career Path Scheduling

Advanced Improv / Physical Elements

Voice Over Performance

Cold Reading Techniques

Posing Choreography

Expose Styling

Monologue & Voice Over Performance II

Background & Audition Area Check

# 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?*

# MONOLOGUE WORKSHEET

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Title / Source:

Character / Emotion:

Notes & Objectives:

# VOICE OVER CREATION & PERFORMANCE

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Script / Product:

Tone / Pace / Energy:

Performance Notes:

# PRE-PRODUCTION SESSIONS (EARNED)

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Podcast / Webcast Creation

Social Media / Casting Profile Check-In

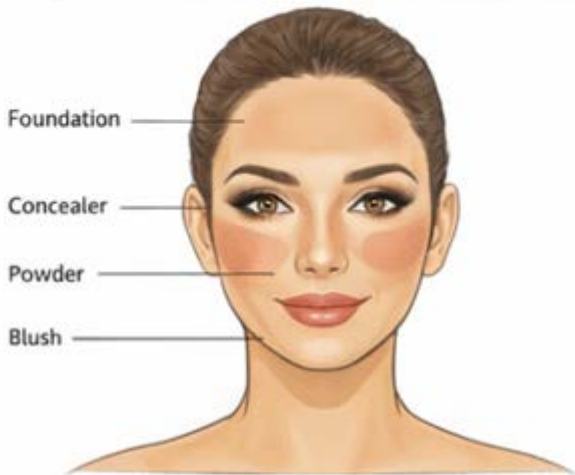
Scene Assigning (Must Be Earned Based on Performance)

Scene Performance / Expose Outfit Check-In

Podcast / Webcast Walkthrough

*Pre-Production sessions are invitation-only and earned through readiness.*

## Makeup & Skincare Guide



*Matte only - No shimmer*

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*Even Skin Tone - Camera Ready*

# 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)
- Mascara (clear)
- Nothing That Shimmers

# 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 Essentials

## Runway Shoes



Best Choices



## Do Not Wear



## Runway Posture



Correct Posture



Female Walk Lead



Male Walk Lead



Incorrect Posture

## Female Walk Lead

## Male Walk Lead

# 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*



# 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

### *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.

# TALENT BUSINESS PLAN (FILLABLE)

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Talent Name:

Program Level:

Date Created:

# SECTION 1: PURPOSE & GOALS

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1. Why do I want to pursue acting, modeling, or voice over?

2. Short-Term Goals (next 6–12 months):

## SECTION 2: BRAND & MARKET

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3. How would I describe my brand (look, personality, strengths)?

4. What roles, projects, or markets fit me best?

# SECTION 3: TIME & FINANCIAL PLAN

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5. How will I manage my time for training, auditions, and work?

6. What is my financial plan for training, materials, and expenses?

# SECTION 4: TEAM & NEXT STEPS

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7. What is the role of an agent or manager in my career?

8. My next 3 action steps to move forward:

# 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

*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.*