

# Casting Video Tips

Our casting team can't wait to see your submission, and we appreciate your willingness to share your world with us. Before you do anything else, please review our casting video tips. Do not worry this isn't anything complicated, so don't be intimidated. We just want to pass along some helpful instructions that could increase your chances of creating a video that will stand out and catch our attention.

## 1. Grab a friend

We recommend that you have a friend help you with this project. This process works best if you can have someone assist you with the technical parts of shooting the video. Your buddy will be responsible for making lighting adjustments, monitoring the sound, running the camera, and the overall video quality. Just tell him or her that they're the Director, and they'll be thrilled. Now that you have someone in place to take care of the technical stuff you can relax and focus on telling us about you, your family, your job, and all of the things that make your life interesting.

## 2. Select a device

If you can't find anyone to help you and the guy who owes you 20 bucks still isn't answering your calls, then you will probably want to grab a selfie stick and use your smartphone for this project. If you have a friend who is willing to help you, then you may want to use a tablet device instead. Either way, just make sure you are using the most technologically advanced smartphone or tablet you can get your hands on.

## 3. Prepare your device

There's nothing worse than recording a video that will potentially change your life only to have something go wrong with your device during filming. Fortunately, there are a few simple steps you can take to reduce the chances of having technical difficulties.

1. **Fully charge your device.** Even though you're not making a movie, you may have to take several takes before you get your process down. You don't want the battery to die just when you're finding your rhythm. Fully charge your device before you begin.
2. **Update your device.** Software updates typically improve the overall stability of the operating system on devices, but sometimes they can even improve their camera, microphone, and recording capabilities. Make sure your device has the most recent software updates available.
3. **Check your storage.** Your casting video should only be a 3 to 5-minute video. This recording shouldn't take up much memory on your device, but please have enough free space to get the job done. You don't want to see these messages pop up while filming, Storage Almost Full or Insufficient Storage Available.
4. **Check the lens.** The images and detail in your video should look sharp and crisp. Before you begin this project, we recommend that you Google how to clean the lens on your device.
5. **Locate the microphone.** You can ruin your entire video if you aren't aware of where the microphone is on your device. The video may look great, but we won't be able to hear anything if your hands and fingers keep brushing up against the mic opening. Do your best to stay clear of the microphone opening. If you're not sure where the mic is, you know the rest... Google it.
6. **Use Airplane mode.** Ok, so we're almost done mitigating any technical errors that could arise from your smartphone or tablet. Now we just have to make sure you're not interrupted while filming. We highly recommend you turn on Airplane Mode while recording. Airplane Mode functions somewhat like a security guard to your device. Airplane Mode will temporarily prevent your device from getting phone calls, text messages, wifi and Bluetooth signals.

#### 4. Plan it out

When we watch your video, you only have 3 to 5 minutes to prove to us why you are better than a 2:30 a.m. meal at the Waffle House. If you don't understand the analogy, then you are clearly missing out on the finer things in life :(

Plan this out. Put some thought into it and know what key points you want to cover. If we don't ever have to watch another boring talking head video again, it will be too soon. Television is visual. So... don't just sit there, get creative and show us something! Check out our fictional examples below (they're awful, but don't judge us) and notice how different your approach can be.

WRONG - Sitting still in a chair the entire video ("My wife left me, my dog got the worms, and then my dag'um truck broke down"... blah, blah, blah-blah-blah...)

You can move/walk around when you shoot your video just make sure it serves a purpose.

CORRECT - Walking and sitting when appropriate and having the camera follow the speaker's movements ("So... I walk in the bedroom just like this here, and all I saw was feet and ass in the air! My wife was going at it with the repairman like two possums trapped underneath my double wide trailer on a hot summer night. Now here's my dog Butch, he's the only one who's loyal to me. Poor fella caught the worms and only has two weeks to live. Yup, I'm gon do the humane thing and take him to the shelter to be put down, if he doesn't kick the bucket first on his own... And here's my truck. I was gon take Butch this week but uh I got pulled over by the State Troopers and uh' they told me I can't drive my pickup until I get some new tires put on err.' I told that officer those tires been bald for bout' a year or so, but if you ask me they still stop on a dime".)

Show us your environment and give us a tour. You are our personal tour guide into your world. Take us with you. Don't try to be someone or something you are not. BE YOUR AUTHENTIC SELF. It is your true individuality that will help you stand out from everyone else.

## **5. Do a walk-through**

You are well on your way to making a casting video that will stand out, and a walk-through will help ensure you don't encounter any preventable missteps while recording. We hate bad lighting and horrible sound, but there are some things you can do to improve your audio and video quality.

### **1. Check your lighting.**

- a. When outdoors avoid DIRECT sunlight on clear sky days. The person speaking should be positioned OFF-CENTER from the direct line of the sunlight, but they SHOULD NOT turn their back to the sun. If the sun is still too bright after making adjustments then you may want to wait until a different time of day when the sun is lower and less powerful.
- b. When indoors avoid placing the person speaking in front of windows with bright sunlight coming through them. As an alternative, you can have the person speaking move away from the window and then have them turn towards the window so that they are facing the light coming from it.
- c. Whether you're indoors or outdoors be flexible and find ways to control the light in your environment.

### **2. Do a sound check.**

- a. We want to hear your story, and we're interested what you have to say, so please try to eliminate or reduce unnecessary environmental noise. Even if you work at the airport, we don't need to hear a 747 taking off in the background. The same goes for indoor environments. When recording inside a business or a home ambient noise isn't a bad thing as long as it doesn't overwhelm the speaker's voice and drown them out.
- b. Avoid large empty rooms without carpeting because they produce bad echoing.
- c. Recording on windy days or in inclement weather is highly discouraged unless it's pertinent to your story. Try to work in protected space if you can and be safe.

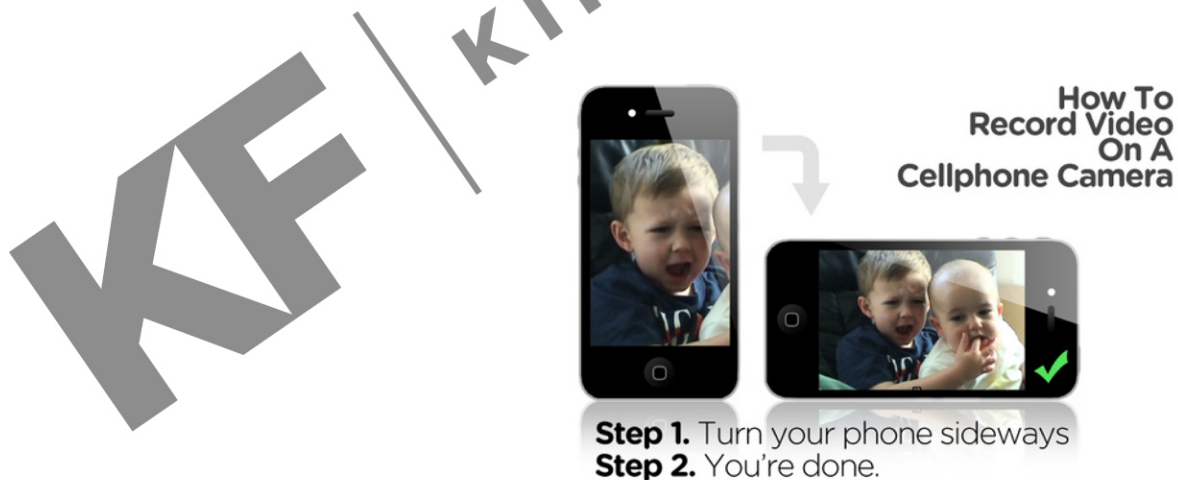
- d. Speak up. Your smartphone or tablet (recording device) should never be more than 3 to 5 feet away from you when recording. When you're talking, make sure you speak loudly enough (without shouting) for the microphone to easily pick up your voice.

## 6. Lights, Camera, Action!

We've finally reached the point to where there's not much left to do. You've prepared your device, you've planned this out, and you've completed your walk-through. There are a few more helpful tips we would like to mention, but in the meantime why not go ahead and give it a shot. Press record and get busy.

### 1. You are holding the camera the wrong way!

- a. Yeah, yeah we know... "you know how to hold a camera." In most instances holding a camera incorrectly is not a big deal, but when it comes to filming your casting video, holding the camera the wrong way can be a dream killer. Turn that camera sideways so we can have widescreen full frame images and video.



- b. We don't care if you use a smartphone or tablet just as long as you turn that camera sideways.
- c. If you're using a selfie stick or propping up your device that's cool as long as you don't forget to turn that camera sideways.

- d. Now that you're ready to record with your camera turned sideways (at all times) remember to be mindful of the microphone opening and you know what to do... keep your hands and fingers away from it!

## **2. Don't worry it happens all the time.**

- a. Get rid of the giggles. Yes, we know this is an exciting time and funny moments are bound to happen, but try to get all of the unnecessary giggles out of your system before you proceed any further.
- b. Don't get camera shy. For some, the pressure of it all can be too much. Don't worry. Relax and take your time. We promise you'll find yourself enjoying the process soon enough, minus all the butterflies that were in your stomach.
- c. Oops, I forgot what I wanted to say. Did you skip the Plan It Out steps? If you're having a difficult time remembering what you want to talk about you may need to Plan It Out again or consider revisiting/changing your topics. Keep in mind if you're not passionate about your story no one else will be either.

## **3. Let's get down to business.**

- a. Please introduce yourself at the beginning of your video. Telling us who you are should be the first thing you do after pressing record.
- b. Move it along. You may have over 100 pairs of Christian Louboutin high heel shoes in your enormous walk-in closet, but we don't need to see every stiletto you own. We get it. You spend too much money on shoes. Move it along. We're falling asleep over here. Keep up a good pace when filming your casting video. You don't have to rush through the recording process, but you only have 3 to 5 minutes to get the job done. Don't get stuck in one area or on one topic for too long. Keep it moving and keep us entertained.

- c. Have high energy and be energetic. We're not telling you to drink a case of 5-hour Energy before you get started. We're only saying be lively, showcase your personality, and don't let your voice trail off throughout your video. Remember to keep your recording device in a 3 to 5-foot range from the person speaking at all times and most importantly... speak up!
- d. Keep it all. Please don't delete anything before you submit your video. You may have to make several attempts at recording before you have what you need. Your friend might find a golden moment in an outtake that you want to include and in some cases, you need to go through all of your footage to decide on which version you like best. Do not delete anything. Keep it all.
- e. Chill out on the editing. We don't need to see any flashy special effects, your voice doesn't need to be in auto-tune, and we don't need to see you with your favorite Snapchat or Instagram filters applied to your face. Just keep the editing to a minimum.
- f. Have fun! Creating a casting video should be an enjoyable experience for you. Don't take this project or yourself too seriously. Put your best foot forward, and we will take it from there.

## **7. It's a wrap**

If you're ready to submit your application follow the steps below.

- 1. Upload the video.** Please upload your video to YouTube or Vimeo.
- 2. Make the video private.** We prefer that you send us a private video link, so please create a password for your casting video. Don't forget to double check the password for accuracy. Try it out and make sure the password works before you send it to us.
- 3. Send us your world.** Fill out your casting application and include your video link and password. Please make sure your password is error/typo free.

**Thank you for sending us your casting submission!**

**Our casting team will review your application and watch your video.**

