

John Robert Powers

School System

OBJECTIVE: Learn the basic techniques in acting and commercial work. Improve memorization and confidence in front of people and camera. Develop skills for auditioning with agents and casting directors. Students must have TVI: Acting For Commercials by Allen Larson to participate in the class.

- WEEK 1: KNOWING THE AUDITION / THE BUSINESS OF ACTING – slating – character type - copy – sides – audition process – agents – managers – unions – self promotion
- WEEK 2: THE TECHNIQUE – breakdown the text – finding clues – choices – “nine layers” – scenes – adjustments - energy
- WEEK 3: COPY BREAKDOWN / PREPARATION – text – director’s notes – video – storyboard – technique in practice – on camera audition
- WEEK 4: DIALOGUE COPY – warm up – copy breakdown – physical choices – rehearsal – working it out – making it real – making adjustments
- WEEK 5: ONE LINERS / TAGLINES – warm up – scene breakdown – physical choices and pantomime – the fast take
- WEEK 6: PANTOMIME / IMPROVISATION – what is improvisation? – physical choices of pantomime – putting yourself in character
- WEEK 7: SPOKESPERSON / INFOMERCIALS – copy breakdown – camera as your scene partner – the art of selling – making it real – making adjustments
- WEEK 8: MARKETING TOOLS / AGENT REPRESENTATION – headshot – resume – reel – postcards – cover letters – general submissions – auditions – referrals – casting director submissions – casting opportunity submissions
- WEEK 9: CALL BACKS / CASTING DIRECTOR AUDITIONS– the call – before the audition – warm ups – the waiting room – the greeting – the audition – following – mock audition – casting your commercial
- WEEK 10: FINAL AUDITION / PERFORMANCES / TEST – copy – audition scenario – final audition evaluation form – scoring – question and answer