

STEP 2: CASTINGS / AUDITIONS

Artists may be called to a casting to be used in "stills" (printed media) OR can obtain a supporting role, given a short script to study for the casting while others may be used as background "extras" in motion features.

First impressions count so please always look neat and tidy have clean hair, nails and wear nice clothes and SHOES. Yes, creativity is an important way to express yourself, just keep in mind that majority of the clients come from a business background. The one exception of course is if you are required to be dressed to fit the part.

The industry is very seasonal; most activities are from September to April. During this time there are a lot of overseas clients here to film television commercials, catalogues, music videos, documentaries, dramas, photo libraries, feature films etc.



When you receive an email / sms inviting you to a casting, ALWAYS follow the instructions and confirm your casting attendance, so that we can confirm your attendance with the production house. When you make use of a sms method, always put your artist's name at the bottom, job/shoot reference, should you reply via sms, so that we know from whom we received the message /sms, we prefer emails. eg. Tyler - Ann Summer-168cm-18yrs – job ref. Max Fashion- (082 333 2322) - Add your phone number if you a private sender.

Measurements must always be updated but in fashion we sometimes have a VERY strict measurement request for the model, by the client (clothing already being made) and we will request you to confirm your measurements before going to a casting. Please reply by saying my measurements is correct, have change and forward the correct measurements so we can inform the client if they still want to

see you. If not, we will try again. We work by the supplied measurements. See our section on how to measure yourself under the website section "Join Us" – if you are not sure how to take measurements.

Models are advised to take their portfolio (max15 photo's) or z-card to a casting with an id or passport copy. Children: parents, always take a copy of the child's birth certificate to a casting. They may never ask for it, for they will take their own photos at the casting because they have seen your portfolio in a package we send or on the website. It is always good if you have it ready, but do not let it stop you going to a casting when you are requested. Take your diary with should they want to discuss possible shoot dates so you can answer them immediately and let us, your booker knows about the request.

Auditions are *sometimes* at short notice, so it is important that we are able to get hold of you at all times by email or telephonically. Please reply YES or NO but do not say nothing. No response will lead us to assume that your email address is not correct or you have lost interest.

You can say NO and decline if you are not able to make it – we do understand. If you cannot attend an audition/casting, please DO NOT SAY "YES" AND THEN NOT GO. Return your email/SMS with a NO.

Should you not arrive, you will be wasting the casting director's time and this will reflect negatively on your casting record. People in the industry want reliable people, for it can be very costly when everything is set up and an artist does not show. If you know you are unable to attend we can rather give the opportunity to someone else.

Do not be late: If you do not make use of a GPS, invest in a good map book. It is often difficult to explain exactly how to get to a casting. We will inform you of the place, date, time and dress code (if requested) to the best of our ability.

Some production companies work strictly on-clock-appointments and there is a little que to no que on selected castings, for time is important to everyone. Plan to be seated 15minutes before your appointment time.

Selected Castings or Pre-casts; Production companies have seen your photo image on the website or have requested photo packages from CCA's photo bank where they go through and pre-select artists that they believe fit the brief. The casting co-coordinator, director or client will then specifically request whom they require to attend the audition, having made a short-list from the photo bank packages, prior audition. Those artists will then be invited to a casting within a specific time slot.

From time to time **Open Castings** will be run, this is where a huge number of artists are invited to attend. These auditions can be time consuming, so we advise you to take some cold drinks and snacks. The casting director / producer will meet the various artists individually or in small groups to see who stands out - they know exactly what "look" they want. (eg. If it is a family, they may try and find some resemblance with the main character.) For motion (eg. movies, documentaries or TV), sometimes a small recording will be made. For stills (eg. fashion catalogues),

they will take a photo or may even ask you to try on some clothes.

WHAT TAKES PLACE AT A CASTING



- A casting is an “audition”. Much like a job interview/audition you will meet with a representative of the advertising agency and they will ask you questions.

Potentially for a commercial, you will get to act out scenarios in order to see whether you fit the profile of what they are looking for. Just say to yourself:
” Relax, YOU CAN DO IT.”

- Read “How we work” again before you go to a casting and keep in touch with your booker, informing them how your casting went.

GOOD LUCK.

At the casting /audition venue; When arriving at an audition, immediately look for the casting sheet to fill in, as they are sometimes numbered, or signed in digitally. After filling in your name and OUR contact details on the casting sheet take a number and patiently wait for your turn. **Always use the Agency’s telephone or your bookers cell numbers when your number is requested. Your booker knows the industry and will guide you, ensuring the invoice get out correctly, when/ if they book you for an assignment.**

Communication at a casting; At the casting, they will ask you for your profile. Put your hair behind your ears and turn left, counting 1,2,3 and right for a few seconds, 1,2 and 3. Put your hands up (like someone is saying “Hands-Up” for you), and hands forward counting 1,2,3 and hands turned, (palms towards you) 1,2,3, and say, Thank You, when finished. If you had a short script, they will ask you to present it.

If you have done any relating job for the casting you are going to and you have for some reason not email/ inform it to your booker. You must mention it to the producer if he/she was not informed yet, or you remember it only now. You cannot be in a Vodacom advert and in a CellC advert, it is conflict of interest.

A casting can be 5min or even less. They know what they are looking for and can pick it up in the first few seconds. Please do not think they are rude, they have limited time to select the best candidate for the role, you never know when it is you. For the majority of models, it takes time - so, do not pass a casting if it comes your

way. There is nothing like an overnight success. Yes, it sometimes happens but if it is your dream – ***work for it.***

Casting manners;

1. Only attend the casting at the given time slots unless prior arrangements have been made by your agent with the production office. If you are requested for a casting and given a time slot, please attend 15 min. prior to your time slot. BE ON TIME. Time-slots are allocated to each artist to avoid a 'cattle market' situation.
2. No other visitors are allowed to the casting, except **one** parent or guardian if it is a child who is being auditioned. Only take the child/children that are requested for the audition. Parents please refrain from taking your child's noisy toys with you to a casting.
3. If the shooting dates are confirmed before the casting and you know the dates are a problem, let us know and do not attend the casting. If the shoot date is being revealed during the casting, please inform the production company at the casting.
4. PLEASE **do not** change your "LOOK", after the casting. eg. Do not colour or cut your hair. They liked what they saw.