



CLAY BANKS PRODUCTIONS
& STUDIO INTERNATIONAL

YOUR PATH TO A KILLER *DEMO REEL!*

PREPARATION

Address these questions/statements in writing first thing. Like, now!

- Be very clear as to what *type* you are (or you're going for). Why do you think so?
- Where does this *type* presently exist in film or on TV?
- Are you going for a type that is actually YOU or just an idea of you? Give this some serious thought.
- Do you have your character developed? If not, don't shoot just yet. Develop the character(s) you'll be filming first. Preparation is key!
- Work the CBSI CHARACTER Analysis SHEET under STUDENT RESOURCES on our website to assist with your character development.

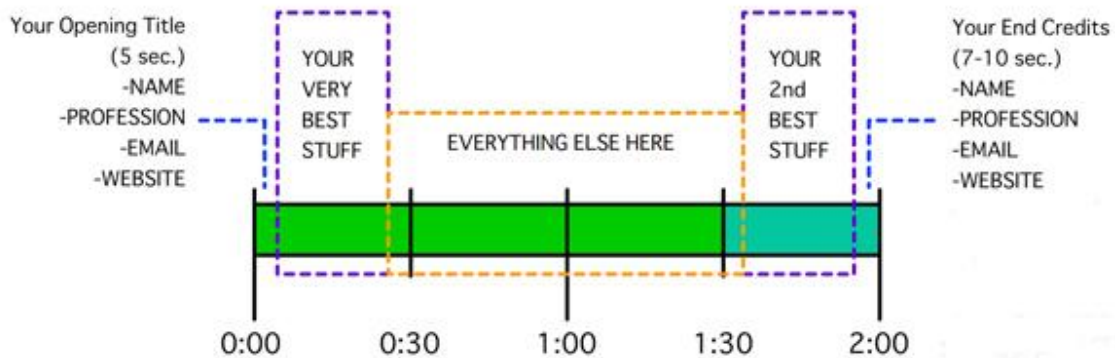
YOU'RE NOT SHOWCASING SCENES -- YOU'RE PRESENTING STRONG CHARACTERS!

- Flush out your character's INTERNAL STORIE(S) for each scene you'll be shooting.
- Dial in the appropriate MUSIC – MOODS – ATTITUDES – ADJECTIVES – AGENDAS – DISPOSITIONS – for each character. Also spend some time with, IMAGE - WARDROBE, HAIR and SET's. The looks/characterizations must come together and work for *you*.
- Do your choices compliment or pull from your emotional core?
- Am I presenting (being showy) or behaving (just being)? -- Hugely important.

You'll also be coached on what to stay away from. The different traps actors fall into all the time ...I'll be helping you with this. Keep in mind, just because you like the scene/character doesn't mean it'll necessary work for you. Remember, these scenes aren't for your family. They're *highly powerful* among the actor's most important business tools.

DEMO REEL FORMULA

For a 2 minute reel



DURING YOUR ACTUAL SHOOT

- You'll be given tangible techniques (tools) that will give you strength and internal confidence to portray strong believable characters.
- Where are you actually place your focus during the scene shooting process?
- Clear signals are of utmost importance for strong character work. No mixed focus!
- Breathing. Finding your proper rhythm and flow and not getting caught flat of performing.
- Not getting caught in the process of actual production. Keeping your character(s) believable and the session flowing.
- We'll nail down your inner dialog and story, thoughts & emotions for each scene.

Ultimately, once you've come through your first two **DEMO REEL PREP SESSIONS**, you'll be - INFORMED, COACHED, FOCUSED, PREPARED AND COMPLETELY DIALED IN FOR YOUR SESSION. Your filmmakers will love you for it!

ONCE THE SHOOT IS OVER

- Great! What now? I'll be assisting you with the next steps to take.
- What scene(s) do I go with?
- * Who should I share my demo with?
- Who do I listen to? (Family doesn't count)
- Who's opinion *should* I trust? (See above) And, how will I know?
- What should I do with the scenes I like?
- * How should it be edited together? Titles, score, effects, end card.

This process, when done correctly, takes a few weeks to complete. Remember, preparation is roughly 90% of any job. If you want a powerful demo reel, **DO NOT RUSH THIS PROCESS!**