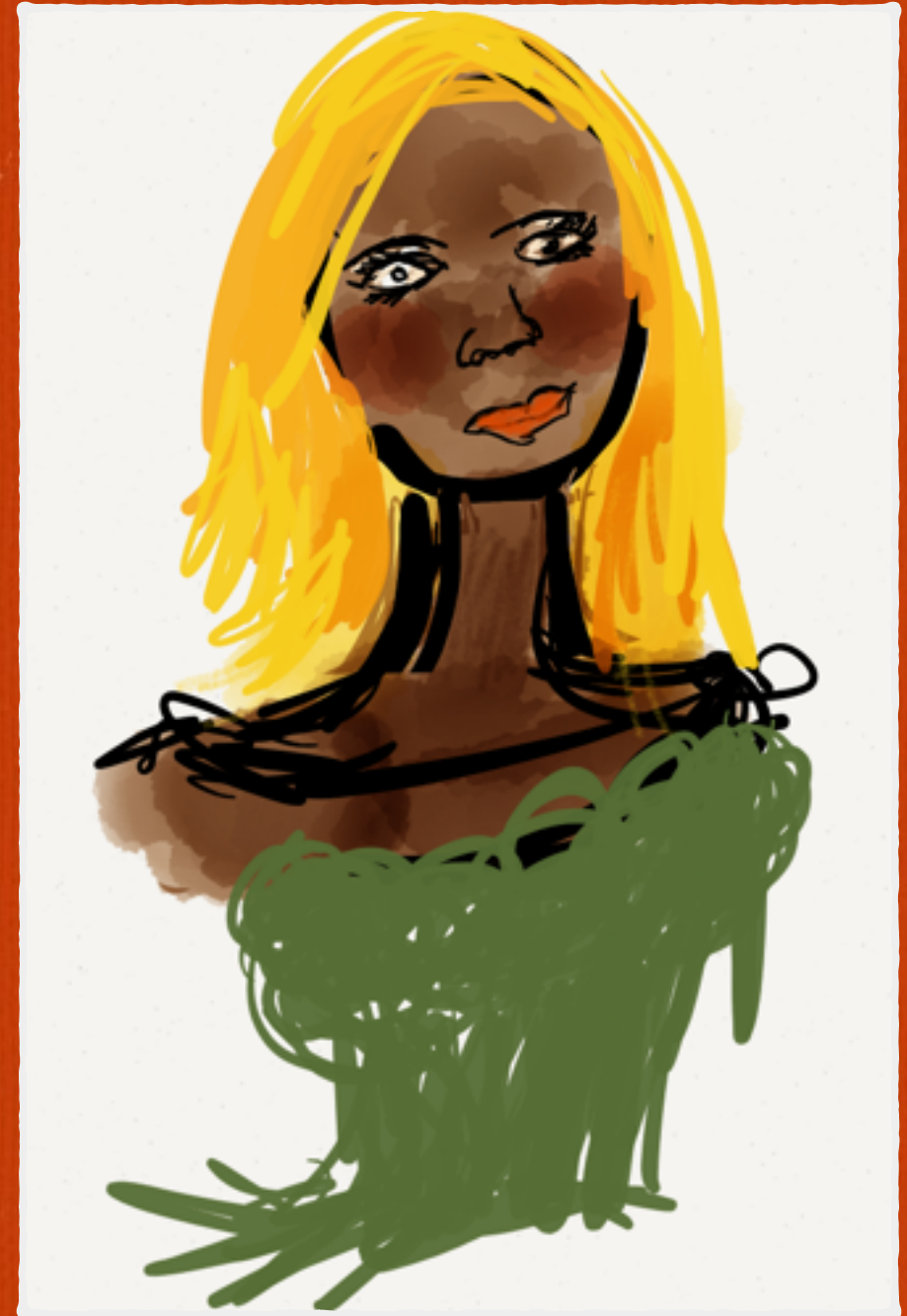


Acting In The Digital Age

Rosalyn Coleman Williams

Objectives of the class

- **Create An Authentic, Artistic Digital Home**
- **Fill It With Content**
- **Establish a consistent habit of creation**
- **Build Your Audience**
- **Learn how to use social media authentically, build relationships, get work as an actor**
- **Sustain creativity as an empowered artist throughout one's career while attracting the desired collaborators.**
- **Connect new media to old fashioned ways to get work in show business.**



HOW TO USE WORDS Like An Artist

Who am I
inside?

Who am I out
side?

Describe yourself. Plus.
What are your subtitles.

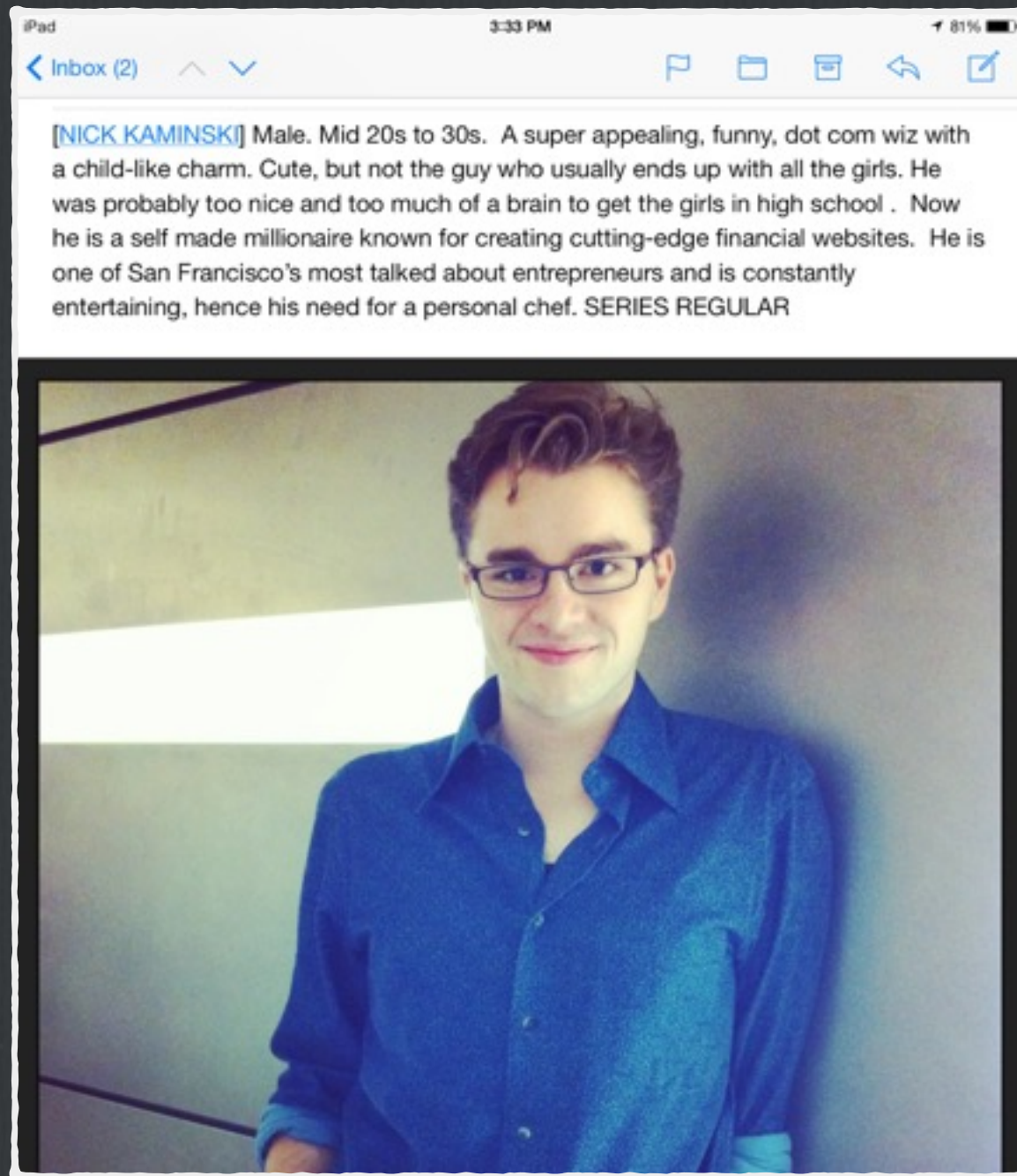
Past Descriptions

+ categories = Tag
lines

7- 10 short statements that
describe your personal essences
sides to your personality.
photos. Parts you can play.

- tag lines
- Blog post
- short bio (website welcome, invitation....)
- super hero bio
- professional bio
- downloadable professional resume (industry standard)

Class - Casting Lessons



- ☐ Introduction to breakdowns
- ☐ Create a strong image based on a breakdown
- ☐ Post final result on Instagram

AUDIO Long form

Acting in the Digital Age

NYU Seniors,

Overview

Record one of your longer blog pieces or super hero bio as a long form audio piece. Objectives

- To learn to use your voice as a story teller.
- To master the use of audio digital tools basics
- To Create Content For Your Website
- To enhance the creation muscle by seeing a longer project through to completion.

Activities

Based on your writings so far, chose a piece to adapt for long form audio entertainment. You may have to re-purpose the writing and edit some for the new format

1. Make an audio recording of your reading your piece as a rough draft using your phone. In the text identify place that you could add sounds or a bar or music or two to enhance the impact of story on the listener.
2. Record additional sounds needed.
3. Locate and download additional stock royalty free audio clips that you could use to enhance the listening. Garage band comes with a bunch of sounds as does iMovie.

Professional Adaptations

Master your the use of your speaking voice. Your writing and storytelling

Materials

- Computer or ipad.
- Garage band or audio program .
- a quiet place to record
- a pop filter for mic
- a mic (suggested but optional if not using phone as mic)

Other Resources

How to make a pop filter on youtube.

David Sabella Mills Interview on iRoz App Link On Blog.

Snap Judgement Podcast

The Moth Podcast

storycorps.org

Video

Overview

Record and edit a videos for your website.

- To learn to use phone/point & shoot/ipad record theatrical auditions.
- To learn the professional expectations when submitting a tape for a play.
- To Create Content For Your Website
- To enhance the creation muscle by seeing a video project through to completion.
- To learn how to do some basic video editing using the software you have.
- To consider light and sound and how they may enhance or hinder the viewer of your video
- Gather and edit all other videos of your work for your website.
- Decide how and where you will showcase video on your website.

Activities

1. Based on your fav essence from our early work, chose a song or monologue. With a partner from the class record the video in a traditional audition style for theatre.
2. Create a video montage, reel, or clips of previous work on video. Decide what will be included on your website.
3. Create an artistic moment with a beginning middle end on video based on the essence of a moment that you love in a fav film.

Acting in the Digital Age

NYU Seniors,

Materials

- Computer or ipad.
- Video editing program like iMovie or m .
- a quiet place to film
- a partner

Other Resources

Ten Tiny Love Stories.

Nine

<http://vimeo.com/26409187>


Hurts Like Love (Vimeo)



Kelezie on You Tube

Peek

Rosie Dupont on You Tube

TODAY NOVEMBER 7, 2014





Happy Halloween!

I was having this debate with a college friend of mine, and I believe that you are never too old to go "Trick or Treating"! In fact, having been out of school for almost 6 months now, I've discovered that the holidays mean more now than ever. I've already put "HalloweenTown" on my Netflix queue. Don't judge :)

Google

Had a great time shooting a commercial for Google this month, loved working with the talented actors and production crew on set. The excellent snack table kept me going for 13 hours.



Issues Parking? Look No Further!


This will be especially relevant for everyone in Los Angeles, BUT also helpful no matter where you live. <http://www.ParkMe.com> is a great resource I use whenever I have to go to an audition or any place where I know parking is tricky. You just type in an address (anywhere in 7 continents, even in Antarctica) and it will list the available parking structures nearby as well as their prices. Avoid those parking tickets!

**Best,
Brian**

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- ☐ Identify 7-10 target people in the industry based on tag lines, include a few safe people based on the week one, be sure to get their contact information and add to separate list in mail program.
- ☐ Learned how to put a legit audition on tape singing & monologue. Create groups for final video project
- ☐ Discussed importance of visuals throughout your digital communication
- ☐ reviewed email campaigns

TOPIC BUILDING REAL RELATIONSHIPS

**“Like Julie Taymor is going to put
you in the show because you tweet
I want to be in the show.”**

–OLD SHCOOL NY AGENT

Choose Your Target

- ☐ **Specific based on your essences**
- ☐ **You are looking to find your peoples**
- ☐ **Come up with your angle**
- ☐ **PLAN over 18months to 24 months 1 touch per month with your 7 targets**

Lead Capture. Juicy Give away.

- ☐ Sharing yourself
- ☐ Attraction marketing
- ☐ Building your audience
- ☐ Building relationships
- ☐ Every one ain't for every body
- ☐ Example: Hosting video teaching something fun

Brainstorm...all the ways to contact

Linked In

Pinterest

Instagram

Facebook

Snap chat

Classes/ Workshops

Panels

See their work

In person

Snail Mail post card

Press release

Snail mail one sheet

BLog

How to Videos

Phone (another best way)

Referrals (best way)

text

Auditions

Offer a service-
volunteer

Build relationships
in their circle

twitter

Share Your Journey

- ☐ **Attraction marketing**
- ☐ **Direct marketing: create Friends and Family list**
- ☐ **Send an email to Friends and Family using an email service.**
- ☐ **Finalize tag lines. Create a castability sheet based on them.**
- ☐ **Create a “what I care about project” for your website.**

castability sheet

your monologues, songs, and
scene choices will be based
on these.

BRIANCHIN

UNIQUE CASTABILITY

[TOMMY] 16, Asian-American. He is **Mr. Happy-Go-Lucky** in choir who has a huge crush on Tina. A flute player in high school who is **exuberant and boyish**. Incredibly loyal, he's the **best friend** you could ever ask for. Think Asian version of Justin Long. **MUST BE ABLE TO SING AND DANCE. SERIES REGULAR**



[CHARLIE TANAKA] 19, Japanese. He is a freshman in college and a **young, eager intern** at a fashion magazine. He is intimidated by his boss but yet eager to please. Sometimes can't take a hint that he is being annoying. **MUST HAVE GREAT COMEDIC TIMING. CO-STAR**



[HARRY] 18-20, Chinese. Bright-eyed and good-natured, but also **intelligent and thoughtful**. Strong moral compass. Harry is the newest intern for Congresswoman Busby. He comes across at first as a **naïve, shy "boy next door"**, but his **charming and polished** personality helps him make a big splash amongst the DC interns. **LOGAN LERMAN Type. SERIES REGULAR**

[ANDREW] 16-18, Any Ethnicity. He is the smartest kid in school and knows everything about electronics and math. He's smart and ambitious, yet charming and charismatic. A kind of **"cool nerd"**. Has an innocent look with a rapid-fire, ADD-addled brain. A more **energized and colorful Zuckerberg**. **MUST BE ABLE TO HANDLE AARON SORKIN DIALOGUE. GUEST STAR**



BrianChinActor.com

Class Nine
IRL
vs.
VIRTUAL LIFE

Christopher Chwee

Actor & Aesthete

[Email Me](#)

A young actor who is a graduate of Circle in the Square Theatre School in New York City. He is currently in pre-production for the new series Bodega by Tenment Street Warehouse and was last seen during the NY Fringe Festival 2013 in Tartuffe which was a NY Post and NY Times Critics pick!

Full time Actor, Part time Lover, Occasional Musican.

[Follow](#)[me](#) [My Collections](#)

THE LANDING PAGE. Very useful.

A site without Content.



Madison Malloy

Comedian / Actress

[Bio](#) [Photos](#) [Videos](#) [Schedule](#) [Contact](#)



Tweets

[Follow @MadisonMalloy](#)



Madison Malloy @MadisonMalloy

3h

I'm hosting a great show tomorrow night 11/8 at New York Comedy Club at 9pm. 24th btw 2nd and 3rd.



Madison Malloy @MadisonMalloy

3h

I'm too old for Justin Bieber. Or not...he's over 18 [instagram.com/p/qbpva5PubY/](https://www.instagram.com/p/qbpva5PubY/)



Madison Malloy @MadisonMalloy

12h

Last day with a flip phone [#throwbackthursdays](https://www.instagram.com/p/qaxdhlPuXO/) [instagram.com/p/qaxdhlPuXO/](https://www.instagram.com/p/qaxdhlPuXO/)

Content is King

CONTENT WILL SET YOU
APART.

HAVE AN OPINION. A POV.

Content must be DELIGHTFUL
AND USEFUL.

Your BLOG. & SOCIAL MEDIA.

Are content. Anything original.
(start a conversation) engage.

Share. Enrich others.

Quantity is important.

Always be lead by your authentic
truth.

Never forget you are in public.

So is quality.

How to produce content.

Set up a content production
schedule.

Come up with compelling titles...

Blog on hot topics for your interests,
passions, what you care about,

Current news events

It does not have to be long. written
in your voice.

Re blog. Always attribute credit take
as seriously as an academic pledge.

Decide where the content belongs.

Personal BIO
(super hero)
YOUR ~~story~~

BIO
Resume

Visual
Resume

Add Content.

What people
saying
Reviews -

What we (BLOB)
care
about
services?

Tools traditional



- ☐ Picture/ Resume
- ☐ Business Cards
- ☐ Thank you Cards
- ☐ Industry Auditions
- ☐ Casting Director Workshops
- ☐ Classes
- ☐ Post cards
- ☐ One Sheets (hybrid)

When To Keep It Old School