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## DETERMINE YOUR PRODUCT

***“At our first meeting, I ask my potential client to name every actor on B'way, off-B'way & on television that he or she could go out & replace tomorrow. First, I want to put you to work, second, see if you're serious about working.”***

— Mark Redanty

***“Where do you see yourself on television? What shows, what characters? To help you, I need to know we're on the same page.”*** — James Calleri

Your first step to getting a standout, smashing headshot that looks great & works, is for you, the actor, to truly *know what your product is!* Below, you will find exercises to determine exactly that.

### 1. Resumé Review Exercise

#### a) Resumé thru-line

- What characters recur?
- Which characters contrast?
- Which roles do I most strongly identify with?

#### b) What is your Dream Role?

Creating a short list of characters comprising your actor-product will be a great resource for your headshot session. Collect monologues, signature lines, songs, etc. You can underscore or contrast your product with Dream Role exploration. Once under your belt, you'll now have specific areas of emotional focus during your shoot!

Let's turn from emotional content to the look & style of your headshot. *Write your own Breakdown based on details from your Resumé Review. What “name” actors will come to this call?*

### 2. Breakdown Exercise

#### a) Write your own Casting Breakdown.

#### b) List “Name” Actors with your breakdown.

#### c) Google Image these actors.

- What images work for your well-known counterpart?
- What do you like?
- What don't you like & why?

Headshots & character driven images of your successful peers contain very useful information about the emotional tone, wardrobe and palette associated with your shared actor product. Alternately, “star driven” publicity shots offer great ideas for styling — wardrobe, hairstyle, backdrop colors & tones, angles.

Having completed these exercises, you now are not only on your way to a brilliant meeting with your future agent, but for our purposes, *you can prep specifically for your headshot session.* It's no longer a game of chance or the Headshot Lottery. You've got control.

Next is the fun part. You'll decide how to frame your product — what style will make your actor product most marketable? If we were to translate this to film & television, *we'd ask what genre of movie are you making?*

### FINDING YOUR STYLE

***“We're legit agents but if you've got a headshot with a great smile, that's the one we want. We'd love it to be so interesting we can't wait to turn it over & get to the resume!”***  
— Nancy Curtis

Traditionally, categories of *legit v. commercial* connote a *beaming smile v. dramatic look*, but I've found it's art more than science & there are no set rules. I find it super-helpful to categorize style as *Commercial, Theatrical & Cinematic*. There are many ways to borrow from each category to arrive at an image uniquely reflecting your product, but clear definitions are the best start!

**Commercial.** Take stylistic cues from actual commercials. A sunny room or clean white backdrop and an evenly lit subject puts the focus on the subject's winning personality.



- ✓ *Easy to envision the product in frame*
- ✓ *Very clean image with “pop”*
- ✓ *Works exceptionally well on the web*

**Theatrical.** Many a stage veteran can be found clutching this classic, clean & simple style of headshot. It's versatile & great for theatrical auditions; a traditionally vertical orientation facilitates quick resumé checks; backlighting mimics stage lighting. A neutral or dark backdrop affects theatricality while keeping focus on the actor; a backdrop color choice allows eyes, skin & hair to “pop”; classic vertical orientation allows physique to be framed. There are numerous ways to keep the theatrical style fresh & updated such as changing orientation or adding dimension.



- ✓ *versatile*
- ✓ *great utility & practicality*
- ✓ *vertical orientation allows information about the body*

**FINDING YOUR STYLE** *(cont'd)*

**Cinematic.** I use this term to refer to an image, legit or commercial, with a style evoking television or cinema. Replace a backdrop with room objects; a simple wall, or the great outdoors, and the mind's eye will run off with a storyline. This can help make a headshot very specific and memorable. The style, which has dimensions approximating movie screens, found footing in the 90's as actors' goals shifted from theater to film & television. It has since gained momentum with the increasing use of electronic devices big and small in casting.



- ✓ *Memorable*
- ✓ *Fills screens for maximum visual impact*

**Indie.** A subset of cinematic style. The majority of new actors starting their reels will do so in student & independent film. This genre is quite often shot in outdoor locations with space, lighting and exteriors facilitating filming on a budget.



- ✓ *Candid quality*
- ✓ *Aligns very well with genre*
- ✓ *Veracity*

Consider the following:

- *What background aligns with the genre you are marketing to?*
- *Where are you most comfortable? Where do you do your best work?*
- *What should a casting director know about your build?*

**ADDITIONAL MODES**

**“Every actor needs a website. Period. I like to look at images other than the submitted headshot to get a sense of who they are.” — Eve Battaglia**

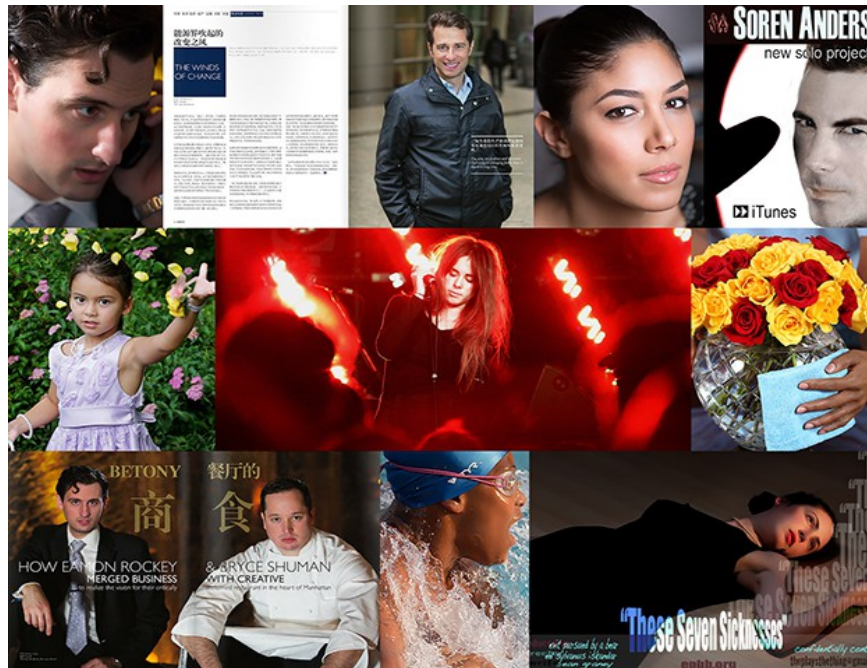
**Personality “+”.** Every shoot has “outtakes”, those shots which, let's say, “overarch in exuberance”, miss the headshot pile but land squarely in an area perfect for postcards and websites. We can also dedicate part of your shoot to capturing candid images of your “joie de vivre”!



**Commercial Print.** Print Agencies handle print *as well as* a good number of television & web commercials. In New York most of these agencies are freelance; they'll send you out if you supply the images. Getting a test or print portfolio together is a great way to make your way into commercial auditions. Like headshots, our goal is to make your commercial image as specific as possible.



**More.** Event, Fashion & Beauty, Business & Journalism as well as other Theatrical Images are covered with the same attention to detail and specificity of product.



**HAIR & MAKEUP**

**“Elevated you.” — Nancy Curtis**

**“Glam Up!” — Mark Radenty**

**“Not too much, please.” — Eve Battaglia**

**MAKEUP.** Three agents! Three perspectives! No wonder the very subject of makeup causes so much anxiety for actors! (*FYI, the former two are Legit, and the latter the “Indie Queen”*).

Excluding ego, here are *2 Reasons Why Actors Use Makeup — 1 Proper Light Reflection — 2 Character Building*. When skin properly reflects light, I call it CAMERAskin. All actors, male & female, need it. Genre determines style (commercial differs from indie). Remember! Images you've netted based on your *Breakdown Exercise Image Search* are quite instructive for makeup.

**Women.** Booking a makeup artist for your shoot is pre-requisite. I work with fantastic people who are experienced with actors, cameras and lighting. They are especially adept at subtly tweaking your look to suit character during the shoot. Grab a pen & pad! It's also a great opportunity to consult about extending your headshot look to the audition, the best products & great tips to do so.

**Men.** Many actors tend to rely on retouching. *While discoloration & other imperfections are re-touchable, you will absolutely get a sharper appearing, better fidelity image with cosmetics.* Makeup should be simple, never full face, directed to problem spots, and undetectable to the camera. Need help? Take an afternoon, go to a makeup counter, and get their recommendations.

*Bring one or a combination of the following products;*

1. *Concealer.* Everyone needs some.
2. *Translucent Powder/Loose or Papers.* Papers are quick.
3. *All-in-One.* An amalgam of base & powder you can put on with fingers.

**Counter Recommendations**

- *MAC Columbus Circle.* Experienced in television! ABC makeup people & several male newscasters are daily clientele.
- *MAC 54th & 5<sup>th</sup>.* Great for step by step guidance to makeup for stage & camera. Private room available. Ask for Daniel Booth.

**Product Recommendations**

- *MAC Moisture Rich Concealer*
- *MAC Face & Body\* (highly recommended)*
- *MAC Mineralized Skin Finish Powder*
- *Revlon Colorstay Under Eye Concealer with SoftFlex.*
- *Maybelline Cover Stick Corrector/Concealer, Green*
- *Fashion Fair Fast Finish Foundation (All-in-One)*
- *Burt's Bees Wings of Love (Translucent Powder Papers)*

**HAIR & MAKEUP** (*cont'd*)

Occasionally, men's lashes, brows, side burns, hairline, etc., need to be tweaked. Mascara & eyepencil do the trick; mascara should be brand new & waterproof, and the eye pencil in the shade of your beard (“flat” = no shimmer! also no red undertones).

**HAIR.** *AN APPOINTMENT WITH YOUR PROFESSIONAL HAIR STYLIST PRIOR TO YOUR SHOOT IS PREREQUISITE.* See your barber a week prior; stylists, a day-prior. For day-of appts, please schedule for the earliest slot & communicate an unequivocal out of 1h prior. (*See Local Salons in “Vendor Recommendations”*).

It's normal for everyday hair problems we'd never notice in real time to cause time-consuming & expensive retouches. A stylist appt & bringing a hair product recommended for smoothing your hair type will work wonders.

*Here are some photogenicity tips based on hair types;*

- *Pin Straight.* Achieve body & some additional volume on the crown, avoiding flatness.
- *Wavy/Curly.* Waves & curls need uniformity to “read”. *Getting rid of fly-aways is very important for this hair type.* See a stylist experienced with curls.
- *Straightened.* Make sure root texture matches ends. Achieve subtle height/natural body to the crown.
- *Curly/Afro.* Symmetry & thickness is key. Pick up shine by making tiny curls “read”/twisting ends. Scout for an experienced professional.
- *Color Treated.* The “reverse natural effect” appears when ends are darker than roots. Brunettes have plum & blondes have chartreuse tones that may become extremely pronounced under natural and some studio light. While adjustable, please address your concerns with a professional.

**WARDROBE**

Your work's been done for you by smart & creative industry leaders — people holding a place on the team you're asking for a new job! Make it easy on yourself! Google Image your “name” peers, their television shows, film & publicity images for your wardrobe. Playing the young, cocky detective is your dream? Plagiarize *Kim Wilcox's* work for *Detective Amaro!* No idea how to capitalize on your “wacky-yet-stylish-yet-unself-conscious hipster flair”? Rip-off *New Girl* designer *Mary Waldbridge's* virtual closet and run away with it girl! While you “appropriate” specific choices industry leaders have made for you, follow these;

## General Rules

- *Color.* Choose Black, White & 3-4 Colors in between. Reds are great. Generally avoid greens & yellows depending on your complexion. Solids are great.
- *Style.* Casual to Dress. Textured fabrics are great! (*Just bc you are not “dressy”, does not mean your characters are not*).
- *Pattern.* Stripes & bold patterns make bold statements, but are difficult when retouch is needed, so the fit must be perfect.

**WARDROBE** (*cont'd*)

- *Shirts.* Collared white shirts to casual T's. Great shoulder lines are very photogenic.
- *Layers.* Scarves, ties, sweaters, sweatshirts and jackets work.
- *Shoes & Pants.* Out of frame but if they make you “feel” the part, bring them!
- *Accessories.* Character dictates style. Size & color by ability to accent w/o pulling focus.
- *Bras.* Need to be lifted higher & have a great fit to “read” as normal (be prepared to shorten straps). “Long-line” bra recomm. for ¾ shots. Lamb chops/inserts available.

**TIMELINE****NOW**

- Collect & eMail these:
  - *Headshots, current & previous*
  - *Resumé + “Dream Role”*
  - *Favorite Candid*
  - *Reel/Clip links*
  - *Breakdown Exercise “Names” & Images*
- Emotional Collection : tools — meaningful lines, objects & photographs
- Book Hair Appointment (*Also see “Recommendations”*)

**1 WEEK - 3DAYS**

- Makeup Artist touches base via eM (Women)
- Barber
- Pack Your Bag!
  1. *Actor Toolkit/Emotional Collection*
  2. *Book/Magazine/iPod*
  3. *Pocket Mirror*
  4. *Chapstick*
  5. *Comb/Hair Brush (Women: MUA will bring curling/flat iron, pins only by request)*
  6. *Hair Product (smooth fly-aways)*
  7. *Beard Trimmer*
  8. *Makeup Kit (optional for women, mandatory for men)*

**DAY BEFORE**

- Hair Appt.
- Mani/Pedi (*Mandatory if your session includes Print Work/Commercial Modeling*)
- Intake
  - Increase Water/Decrease Carbs, grains, alcohol, smokes if applicable

**MORNING OF**

- Yoga/Relaxation Exercise
- Careful shave including nostril hair trim
- Grab your bag & go!



## RELAXATION

Prep as if for performance; using your routine relaxation exercises & techniques. There seems to be some primally derived anxiety at the moment one looks directly into an “eye”! A simple daily prep, *The Telephone Exercise*, will help with that.

### TELEPHONE EXERCISE

- Place a camera just above eye level & press play (the mind must know you're being recorded)
- Telephone someone while looking constantly in the lens, particularly while listening
- Repeat, no playback

## FIF BLOG RECOMMENDATIONS

EXPLORING YOUR BREAKDOWN | [You Know Her & Break It Down](#)  
 YOUR AGENT MEETING | [Representation 101](#) feat. Eve Battaglia, Nancy Curtis & Mark Radenty  
 MAKEUP FOR HIM & HER | [CAMERAskin6](#) & [CAMERAskin5](#)  
 CHOOSING A WORKING IMAGE | [The Curious Case of One Waltrudis Buck](#)

### KEEP CALM & FOLLOW ON! (click icons)



## PACKAGES, PAYMENT & POLICY

### PACKAGES.\*

#### **One Shot** \$550 (Returning FIF Clients only)

An efficient way to update.

- 3 hours total/2 hours shooting
- 2 wardrobe changes
- choice of studio *or* outdoor location
- 2 background/backdrop changes

1 retouched headshot, additional images at FIF Discount

#### **Classic** \$749

Creatively mining your actor-product for Legit & Commercial Images.

- 6 hr appt/4h shooting
- Choice of 3 Set-Ups (studio &/or outdoor)
- 2 Wardrobe Changes per set

3 Retouched Headshots and full formatting : IMBD, web submission;

(postcards and other special formatting, additional \$50 by request at time of order).

#### **Website Builder** \$1100

Full coverage for submission & website needs. Headshots and additional imaging, from scheduling on-location rehearsal, film, audition, and performance stills to staged dramatic stills, lifestyle & commercial modeling images.

- Part 1 : Classic Package Session
- Part 2 : Web Session —a session or sessions totaling 4 hrs tailored by the actor

Please inquire for information about **Kidz, PrintWork, Business Class, Wedding Packages**.  
 Discounts available to Union Members. Inquire regarding BFA, and your Student/Studio discounts.

\*Please confirm pricing, prices subject to change without notice.

**PACKAGES, PAYMENT & POLICY** (cont'd)**ADDITIONAL.**

**Makeup Artist.** Your makeup artist is booked upon deposit. MUA fee is separate, \$175 (Classic) to \$225 (Tailored). You will be eM's 3 days prior with all details.

**Additional Images.**

- 1-2 images \$75 ea
- 3-4 images \$65 ea
- 5+ images \$55 ea

**Business Cards/Postcards.** Formatting & graphic design, \$125/3h. Includes consult w/ uploading.

**Digital Media.** IMDb page, social media creation; creating portfolios for your iPad/tablet. \$125/3h.

**BOOKING**

Photography sessions are confirmed with \$250 Deposit. Balance payable at start of shoot. Payment arrangements are welcome with prior arrangement.

**DEPOSIT**

- click icon above or **[Make A Payment](#)**
- account listed under [basilrodericks@hotmail.com](mailto:basilrodericks@hotmail.com) @ **[PayPal.com](http://PayPal.com)**
- please check "I'm sending money to family or friends" to avoid fee
- Check
  - payable to Face It Foto
  - 32 Havemeyer Street, No. 3A, Brooklyn, NY 11211

**TIMELINE** (Post-Shoot)

NOTIFICATION. Below find the *Delivery Timeline*. Please eM the FIF Coordinator if your printed product has urgency outside of this timeline. (Rush fee \$50/image).

- *Proofing.* 3 business days after shoot you will receive a link to an online proofing gallery.
- *Product Delivery.* 3 business days after notice of your image selection, your final retouched product will be delivered. A zip file of proofs for reference/future use will also be delivered,
  - Print files of your images will be sent directly to Reproductions
  - All Electronic Formats of your images will be sent directly to you.
  - Add 1 business day for each image over the first two. (3 images = 4 business days)

**POLICY**

PRINTING. I exclusively use Reproductions. I am dedicated to furnishing you with the highest quality image. Reproductions uses the best quality paper, the highest quality, state of the art printer & inks. The most important factor is the professional expertise employed to coordinate & manage the tone & color of your screen image to your printed hardcopy. Repro has the best people.

- *Printable files are sent and stored for ordering & re-ordering to Reproductions.*
- *Medium & small format files for devices, postcards & web are sent directly to the client.*

RETOUCH. Your files contain retouched & unretouched versions. Reproductions can "reclaim" original features (reverse) or continue the retouch. The first 15 min. are included in Reproductions' fee. Add'l

**POLICY** (cont'd)

RETOUCH (cont'd). retouch by Face It Foto/Basil Roderick is \$75/hr. The first 15 min, gratis.

EXTENSIVE RETOUCH. On very rare occasion, a client miscalculation with hair or wardrobe occurs requiring extensive retouch. Clients will be given the opportunity to proceed with an estimate of final cost or reschedule forfeiting deposit.

IMAGE as PROPERTY. All unretouched original images as well as the large format digital files of retouched images are the sole property of & solely retained by Basil Rodericks dba Face It Foto. Retouched images may be retained by Face It Foto for "public promo" signifying promotional viewing by the general public on unrestricted internet sites including, but not limited to; *faceitfoto.com*; all "social networking" sites, formats & forums; eMail "blasts"; printed material intended for general distribution, unless otherwise specified by prior written agreement.

LATE. Appts delayed > 20 min may result in the loss of segments. Keep calm, carry on & text an ETA!

DEPOSIT/CANCELLATION. Deposits are valid for 6 mos. In the event of professional projects greater than 6 mos, deposit is valid 30 days past release. *While there are no refunds*, 24 hrs notice retains deposit. Less than a full 24h notice results in deposit forfeiture. In the highly unlikely event *we* should cancel (has never happened), less than 24h notice confers eligibility for upgrade/additional images.

RESHOOT. Equipment/technical failures will be rescheduled at the client's earliest convenience. Failure occurring within 2h of shooting are rescheduled entirely; those after 2h of first frame will be rescheduled to make up sections missed; (Makeup Artist fee covered by FACE IT FOTO). Aesthetic reshoots rescheduled within 6 mos of original shoot receive a 33% discount. MUA fee not included.

**VENDOR RECOMMENDATIONS****PRINTING/MEDIA**

**Headshots. Reproductions** (exclusively). Superior color correction & toning vital to the fidelity of your headshot. Also offers a number of conveniences including storage, proofing & topical seminars.

**Prints. Duggal.** Gorgeous. 8x10" (\$25), 5x7" (\$7), 4x6" (\$1). Busy pros, go weekends @ mid-afternoon.

**Postcards. Overnight.** Much better paper than Vista and great rates.

**Business Cards. MOO.** Very good rate on an excellent grade of card with great weight & feel. (Wonderful postcards but can be pricey depending on your budget).

**DIY Website. Moonfruit.** Recommended by Actor's Access and Nancy Curtis.

**SALONS**

- **Manetamed Barber Salon** 347 799 1849. Men & Women's barbering for straight & wavy hair. Directly across the street from the studio and locally well regarded.
- **Deluxe + Serenity** (*Deluxe Salon, Serenity Spa*), 718 387 2970. Full service salon for men & women four blocks from the studio and likewise, locally well-regarded.
- **Studio Mo'Hair** 212 353 1300 (*main*) 917 531 7170 (*Mike, beauty*) 201 556 8128 (*Tone, barber*). 243 E. 13<sup>th</sup>, Manhattan (on "L" line). African-American salon offering a range of hair svc from natural to weaving. Best barbering in the city for all ethnicities & hair types.
- **Devachan** 212 274 8686. 425 Broome St (at Crosby), Manhattan. Curly hair experts. Expensive but highly recommended.

*When booking same-day, schedule & reconfirm an absolute "out" 30 min to prior to shoot locally, 1 hr non-local.*

**FOOD**

**Coffee** • *The Bakeshop*. N7th & Driggs Ave **Deli** • *Joe's Busy Corner*. N7th & Driggs (@ L Train, NW corner)

**Pizza** • *Best Pizza* 718 599 2210. *Havemeyer St (across from studio)* **Burrito** • *Dos Toros* 718 384 8833.

189 Bedford Ave (N6th & N7th) **Vegan** • *Vinnie's Pizza* 718 782-7078. 148 Bedford Ave (N8th & N9th) •

**Seamless Delivery** (*enter 32 Havemeyer St., Brooklyn NY. Deliver to No. 3A*)

**CAR SERVICE** **Metro line.** 718 388 1111. Reliable, great rates, cars in Manhattan. HQ 3 blocks from studio.