

John Casablancas

P

PROFESSIONAL MODELING WORKBOOK FOR PRETEENS

Copyright © 1988 by Image Marketing Enterprises L.L.C.
648 Trade Center Blvd, Chesterfield, MO 63005

Revised 2014

THE CONTENTS OF THIS BOOK ARE TO BE USED ONLY IN
CONJUNCTION WITH THE JOHN CASABLANCAS CENTERS.

TABLE OF CONTENTS

CHAPTER 1	Communications	6
CHAPTER 2	Etiquette	14
CHAPTER 3	Fashion	22
CHAPTER 4	General Area	37
CHAPTER 5	Grooming	41
CHAPTER 6	Photography	49
CHAPTER 7	Runway	55
CHAPTER 8	Television	61

A MESSAGE FROM JOHN CASABLANCAS

Welcome to the world of MODELING and ACTING.

The primary goal of the John Casablancas Centers is to help individuals make maximum use of their natural talents and to intelligently and effectively pursue their careers in modeling, acting or related areas where self confidence and a winning image are at a premium.

As new concepts and principles are introduced throughout the program, they are defined, explained and illustrated with practical applications. Our programs reflect real-market experience...the skills that our models and actors practice daily in fashion or acting markets around the world.

I wish you the best of luck and good fortune, and I want you to know that all of us at the John Casablancas Centers are here to help you achieve the goals you have set for yourself.

John Casablancas



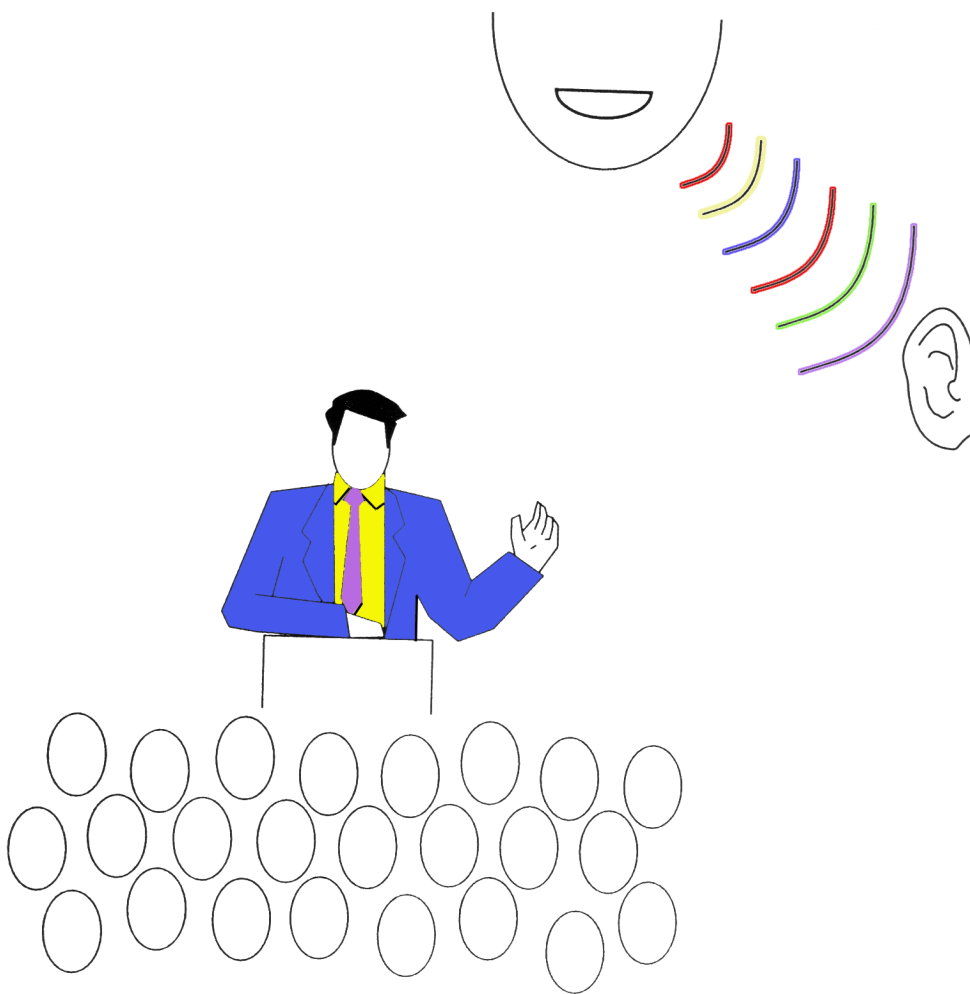
Modeling can lead to **exciting opportunities** and result in **life-changing** experiences. The John Casablancas Centers offer stimulating courses for individuals to learn the best methods and means to present themselves, while providing the opportunity to be recognized for their unique beauty. The John Casablancas Centers offer their **beauty and fashion** secrets to the general public, in addition to linking their people into the world's largest and most comprehensive modeling and talent network.

The John Casablancas Centers' mission is to help men, women and children **discover the model and actor** within themselves. The purpose of the Centers is to instill the same unique qualities into their students that John Casablancas, Founder of Elite Model Agencies worldwide, identified as important to a model and actor's success. This valuable information can be taught to everyone who wants the secret to building their self-esteem and creating a **positive self-image**.

The John Casablancas Centers provides the skills to succeed - from modeling, personal image development, professional acting, make-up, hair, to exercise and fashion. This information is invaluable to anyone **pursuing any improvement in their life**, in modeling, acting or otherwise.

The professionals at the John Casablancas Centers are committed to providing people with the tools they need to create an individual and unique style in a **fun, exciting and professional** environment. They learn timeless fashion skills to create "the ultimate look" for themselves, regardless of the latest trends, while developing a strong sense of self, a quality that is always admired, recognized and respected. We continually strive for the **highest standards** to maintain the reputation that we have earned in a most competitive industry.

COMMUNICATIONS



Communications

Group Speaking And Interactions

How do you come across to others? The way you look is only part of the total picture. The way you speak is that all important second part of the impression you give. You may not realize it, but you have many opportunities to speak in public. You have to give oral reports in school and be prepared to answer questions and participate in discussions. You also speak in public, on the phone and in ordinary conversation. Professional models should know how to speak at an interview (called a go-see) and to speak in front of the camera for television commercials.

Tips For Speaking Well

1. Look people directly in the eye.
2. Pronounce your words clearly.
3. Watch out for extra words.
4. Use a pleasant tone of voice.

Director's Signals

You may be called upon to work in film or in television. You will be working with professional directors. You will be expected to take direction. When the light goes on the director can no longer give you vocal direction. He must rely on hand signals which are familiar to those in the business, but not to you, or at least not at this point. You will not be expected to have these signals ready for instant recall but you should have some knowledge of them.

Director's Signals

Following are some of the more commonly used hand signals. You will find many of them are easily understood.

SIGNAL

MEANING

The director raises his right arm above his shoulder with palm of hand facing you.

Get ready.



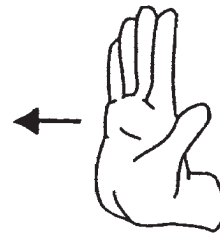
The director points at the performer.

Start what you are supposed to do.



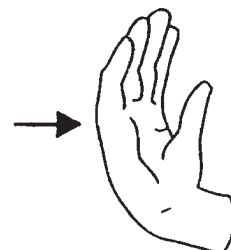
The director's hand is held up, palm toward the performer with a pushing motion.

Move away from the microphone.



The director's hand is held up, palm toward him with a pulling motion.

Move close to the microphone.



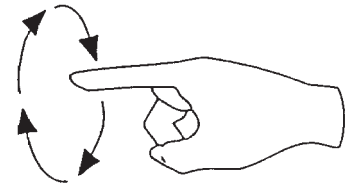
Director's Signals

SIGNAL

The director's index finger moves in a rapid clockwise motion in front of him.

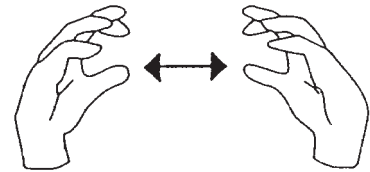
MEANING

Speed up.



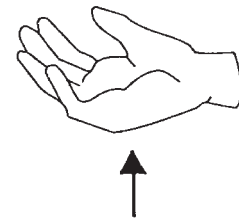
The director's hands pull away from each other in a repeated stretching motion.

Slow down.



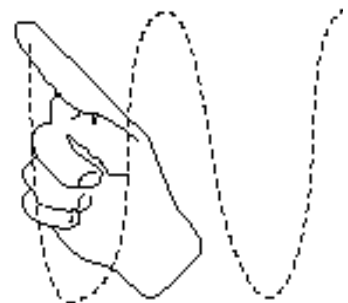
The director moves his hand upward, palm open and up.

Raise volume.



The director uses his right hand, with index finger pointed up, moving it up and down, in a roller coaster motion.

Be more expressive



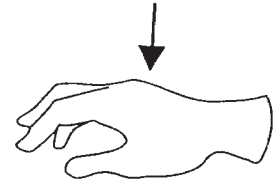
Director's Signals

SIGNAL

The director moves his hand downward, palm open and down.

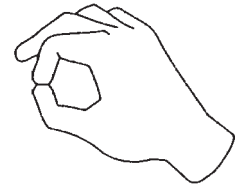
MEANING

Lower volume.



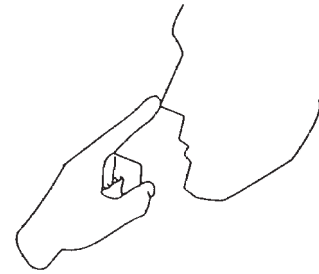
The director's thumb and index finger form an "O" with the other fingers up. Like an "okay" sign.

In position.



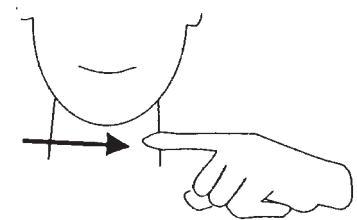
The director's index finger touches his nose.

Done Correctly.



The director draws his index finger across his throat in a slashing motion.

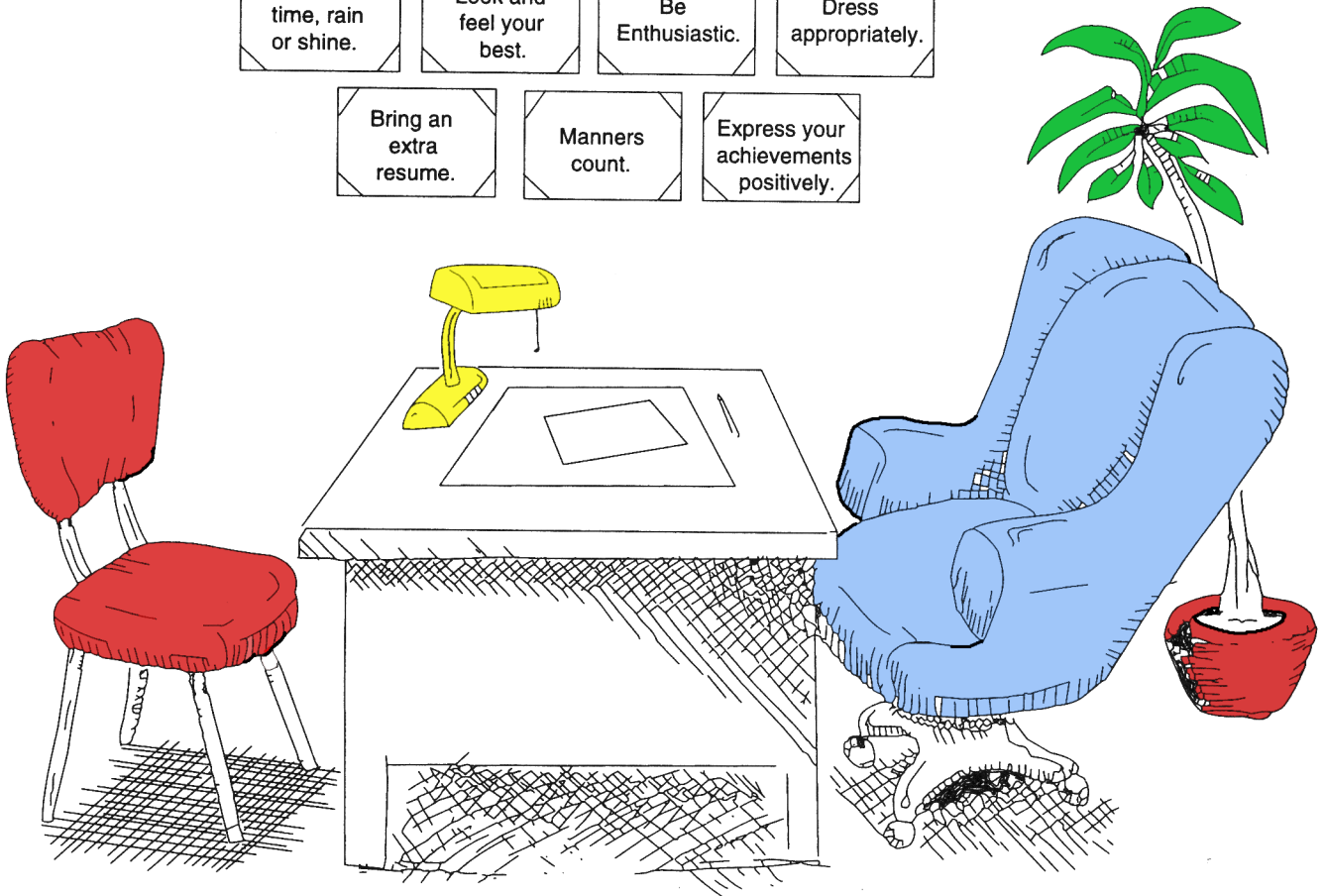
Cut or stop.



Director's Signals

There are other hand signals that are commonly in use in the industry, such as the index finger and the thumb forming a "c" which means a half minute to go. Time signals such as these sometimes vary with the director. If he expects you to work from time signals he will normally tell you what they are. If there is anything you are not certain of, ask your director during the rehearsal. No one will deny you help if you ask for it.

- Arrive on time, rain or shine.
- Look and feel your best.
- Be Enthusiastic.
- Dress appropriately.
- Bring an extra resume.
- Manners count.
- Express your achievements positively.



Interview Do's and Don'ts

Do:


1. Look and feel your best for an interview.
2. Get a good night's sleep before an interview.
3. Arrive a few minutes early.
4. Manners count, starting with the minute you walk in the door.
5. Be enthusiastic.
6. Have a small notepad and pen handy.
7. Dress appropriately.
8. Use your best speaking and communication skills.
9. Bring an extra resume.
10. Express your achievements positively.
11. Write a thank-you note after the interview.

Don't:

1. Don't smoke.
2. Don't chew gum.
3. If it's lunch, don't order anything complicated to eat.
4. Don't try to impress the interviewer, except on a professional level.
5. Never bring anyone with you to an interview.
6. Don't ask to use the interviewer's phone.
7. Don't tell jokes.
8. Don't carry anything except the things needed for the interview.
9. Don't fidget or touch anything on the interviewer's desk.
10. Put your experience in the best light, but don't lie.
11. Don't be defensive about your experience or qualifications.

DEETTE
O
F
E

Etiquette



What is etiquette? Etiquette is another name for good manners and it is a system of rules and customs that helps you make your way through social situations and everyday life. Good manners show that you are confident and have a good self image. And good manners also show others that you are considerate and that you care about their feelings.

The rules of etiquette are fairly simple and many are based on good common sense. Once you know the correct way to do something, it will make many situations easier and more comfortable. For example, if you know which fork to use at dinner, you won't have to fumble around with your silverware - and you won't end up without a fork for dessert because you already used it for your main course! We're going to review three areas where manners count: making introductions, talking on the telephone and table manners.

Making Introductions

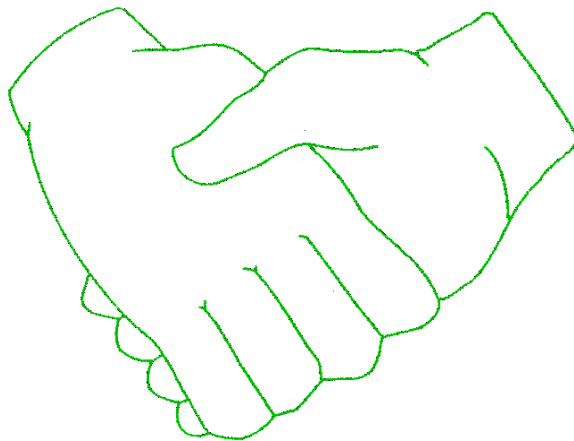
Making introductions are a way of getting to know someone. If you are with a friend and someone else approaches, always introduce them if they don't already know each other.

Who gets introduced to whom. The rules are fairly simple but there are exceptions. Your instructor will review the exceptions with you, but, in general:

- Younger people get introduced to older people.
- Men get introduced to women.
- Friends get introduced to honored guests.

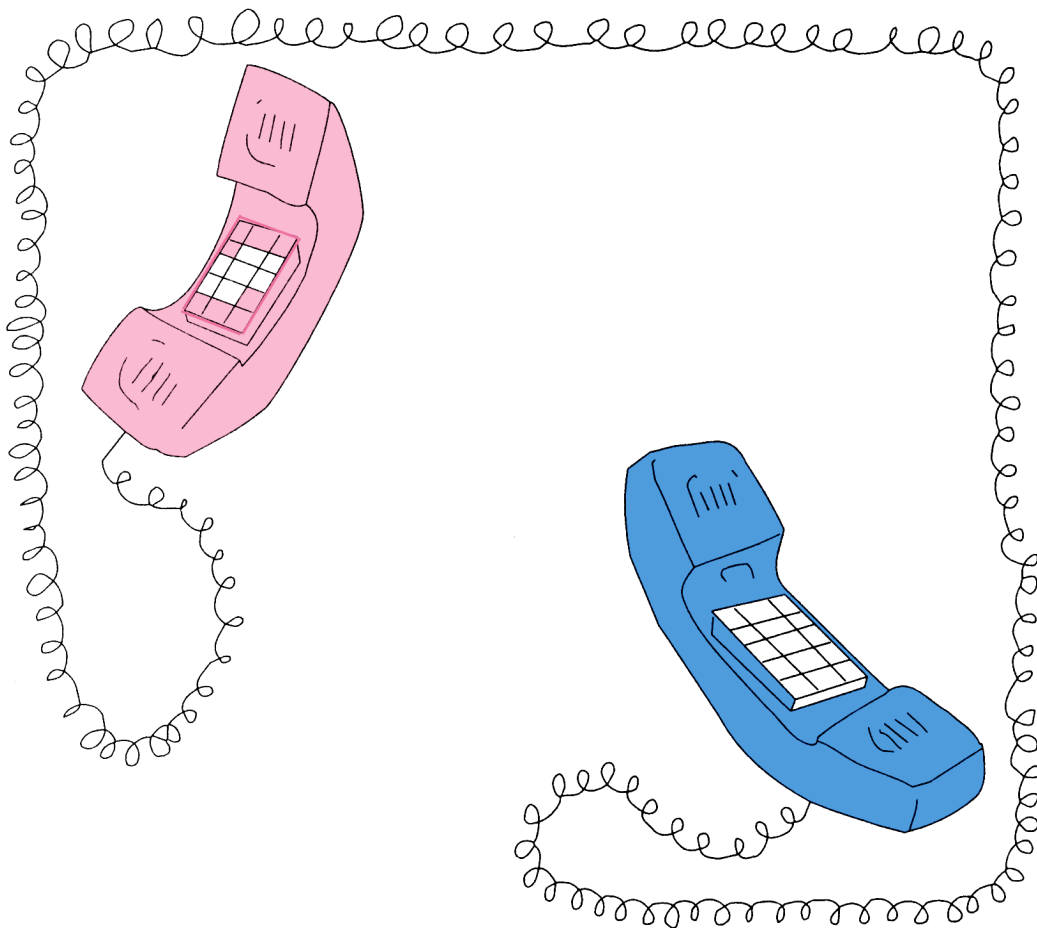
When you meet someone, always stand up, shake their hand, smile, and say, "it's nice to meet you" and repeat their name.

If you're at a party or other occasion and you see someone you don't know, introduce yourself. Smile, put out your hand and say, "Hello, my name is_____."



Telephone Etiquette

Good manners on the telephone are very important. Since the person on the other end of the line can't see you, your voice and your manners are the only impression they receive. If someone calls for your parents or other members of your family and you answer the phone, taking messages correctly and politely is very important. The way you speak sends an important message: that you respect the caller, that you consider the call important and that you want to be as helpful as possible.



Exercise:

Your instructor will play the role of the caller. You will answer the telephone and write down the messages with the date, time, name of the caller and telephone number.

Homework Assignment:

Practice answering the phone, getting information and taking messages.

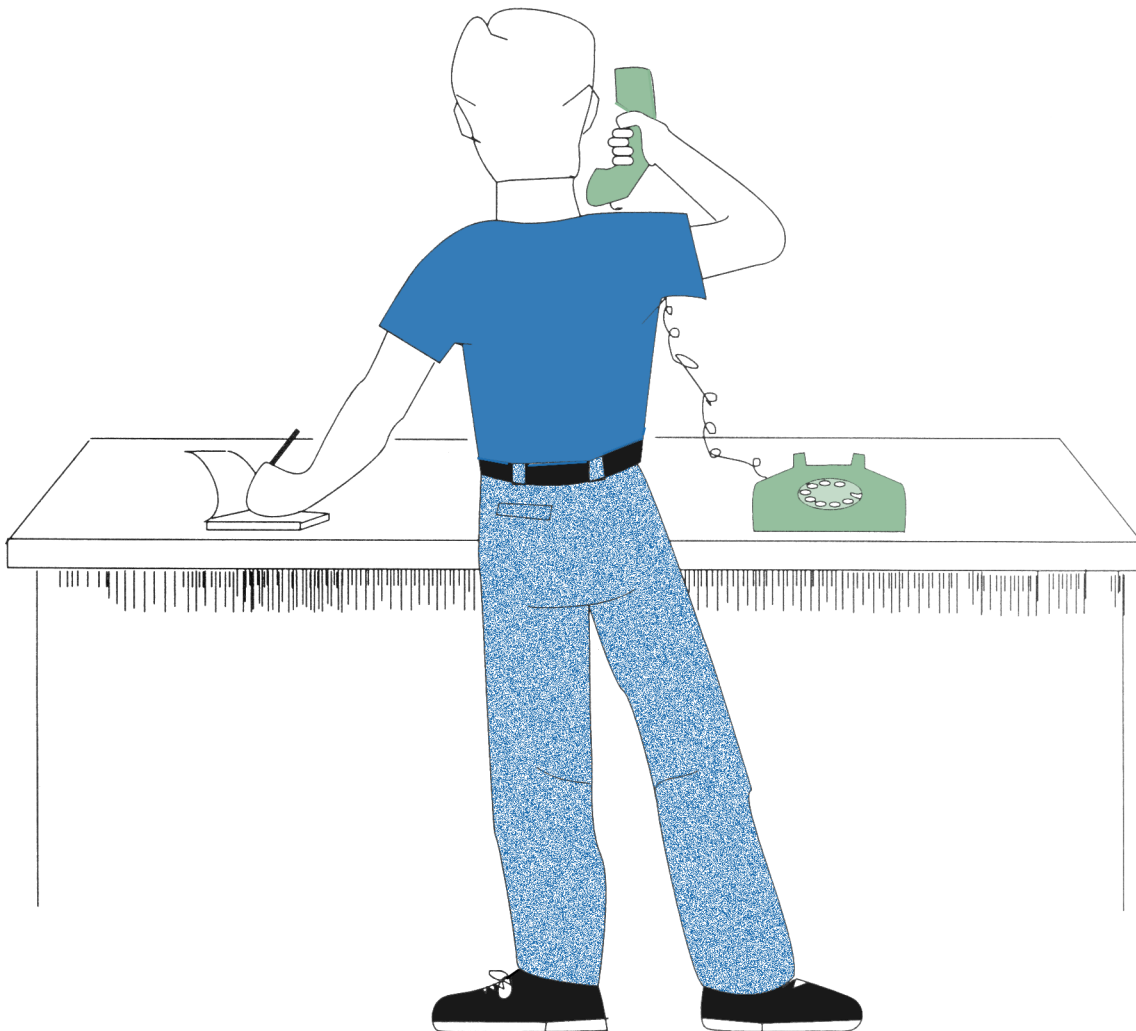


Table Manners

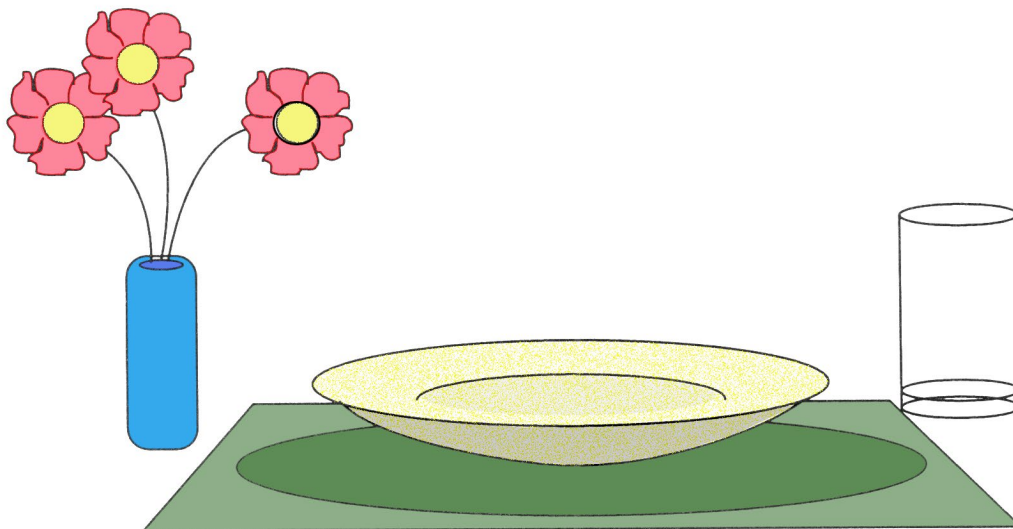
Have you ever sat down at a table and wondered what bread and butter plate was yours, what knife or fork to use, whether it was okay to start eating? Of course, you can always watch someone else and do what they do but they may be wrong. It's easier if you know what is right in the first place.

First, you should learn to set the table correctly. Your instructor will have complete place settings so you can practice setting the table.

Second, you should wait for the host or hostess to be seated before you sit down and always wait for the host or hostess to start eating before you begin.

Exercise:

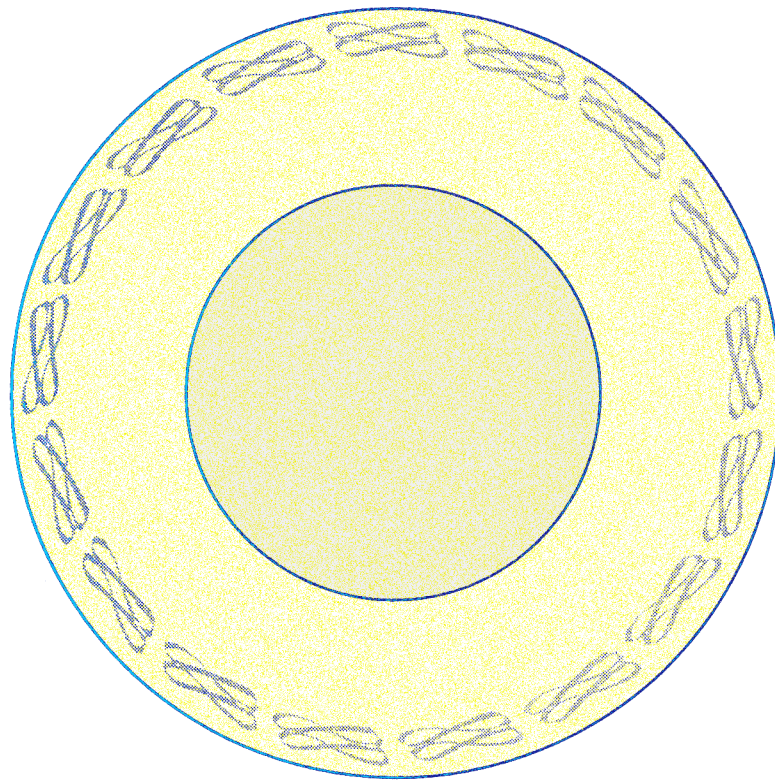
One student will be assigned to set the table while the other students watch. Once the table is set, all students will sit at the table and practice passing, serving and clearing food. The instructor will give you the rules of etiquette to follow before you begin.



Exercise:

Draw in the following elements for a formal table setting:

- Silverware
- Glasses
- Bread Plate
- Salad Plate
- Napkin



FASHION

Fashion

What Is Fashion?

Fashion is both the clothes you wear and the way you wear them. Fashion changes from year to year and from season to season. The top designers present new collections every spring and fall and these collections launch the fashion looks for that season: color, styles and shapes.

Your Personal Fashion Sense

What are the current trends at your school? Which of these styles do you like and why? What kinds of clothes do you think look best on you? Developing a fashion sense means taking several factors into account.

Fit

Are you tall and thin or short and round? Whatever you wear has to fit well. Depending on the shape of your body, clothes that don't fit well can be less flattering; such as clothing that is too tight, too big or the wrong length. Your instructor will help you with what clothes are best suited for your type of figure. Remember, whatever you wear should be clean and pressed and properly hemmed.

The Best Fit For Me Is:

Fashion Pictures I Like For School:

Fashion Pictures I Like For Casual:

Fashion Pictures I Like For Dressy:

Describe your personal fashion look for:

School:

Casual:

Dressy:

Closet Checklist

Skirts	Jackets/Coats	Belts/Accessories
Pants	Dresses	Miscellaneous
Shirts	Sports Clothes (tennis, bathing suits, etc.)	
Sweaters	Shoes	

Your Complete Look, Head to Toe

By now, you've had a chance to clean out your closet. Having an organized closet will lead to an organized wardrobe. What is wardrobe planning? A well planned wardrobe doesn't have to be a big wardrobe. Planning means that everything should go with several other things. For example, if a skirt goes with several sweaters and tops, you're already practicing wardrobe planning. Of course, everyone needs a few dressy outfits to wear for special occasions. It's the clothes you wear everyday that really challenge your wardrobe planning skills.

Creating A Fashion Look

Some people have a knack for putting clothes together so that every outfit looks new and different. Yet they may not really have a lot of clothes. Wardrobe planning means making what you have count. Let's review some of the things you need to remember to plan and coordinate your wardrobe for your complete look head to toe.

1. Develop a sense of color by learning the correct colors for your individual skin tone and hair color.
2. Stick to a few basic colors, then mix and match.
3. Be a smart shopper - be sure everything you buy matches clothes you already have. Never buy something that doesn't go with something else.
4. Be practical. The most comfortable clothes are often made of the most practical fabrics.
5. Learn about accessories from your instructor. It is the most inexpensive and fun way to boost your wardrobe.

GENERAL DR EE A

How Our Course Can Help You Everyday

Communications:

- Group speaking/interaction.

Etiquette:

- Social awareness.

Fashion:

- Develop your fashion identity.
- Plan your wardrobe.
- Accessorizing tips.
- Organize your closet and clothes.

General Area:

- Introduction to the world of modeling.
- Different types of modeling.
- Modeling agencies and how they work.
- Effective interviewing techniques.

Grooming:

- Glowing skin that says, “I care about myself”.
- Developing good grooming habits.

Hair:

- How to maintain healthy hair.
- Hairstyles personalized for you.

Photography:

- How to relax and relate to the camera.
- Look your best in photographs.

Runway:

- Posture and poise.
- Walking, sitting and standing techniques that give you confidence.
- Overcoming shyness.

Television:

- See and hear yourself as others do.
- Basic acting skills to help you learn to perform like a professional.

Introduction To Modeling

Modeling isn't just appearing on the cover of a magazine. There are many different types of modeling and some models are better at one type than another. Here are some of the ways young models can work:

PRINT/EDITORIAL

PRINT/ADVERTISING

CATALOGUE MODELING

FASHION SHOWS

TELEVISION COMMERCIALS

PROMOTIONAL

How Models Work

Models work through modeling agencies. When someone needs a model to work in a fashion show or to be photographed for an ad, they call the modeling agency. Modeling agencies keep photos of all their models for clients to see. Usually a client is looking for a certain “type” and the first step is to look for models who represent that look. The next step is to go on an interview or go-see. This is when you go to an actual interview with the client. During an interview, you will be judged on how you look, on your personality and enthusiasm, how well you speak, your poise and how you move. Since there will be several models auditioning for the job, one of the things models have to get used to is being turned down. If you are picked to do the modeling job, the modeling agency takes care of all the arrangements. The agency will tell you the time and place of the modeling job and anything special you need to know. Professional models learn to have a good attitude, even when jobs don't work out. You shouldn't take it personally. Usually the reason is that you weren't the type they were looking for. Just try your best, be a good sport and if you don't get the job, be enthusiastic when the next one comes along.

Portfolios, Photos, Composites

If you're a professional model, your portfolio is your passport to the world of modeling. Photos of your modeling work and any pictures of you that have appeared in magazines, newspapers or catalogues are placed in your portfolio. Professional models do lots of test photos with photographers to have the kind of photos that will show off their looks and modeling abilities. Your portfolio should show lots of different kinds of pictures: headshots, full length or 3/4 length shots, pictures of you in different kinds of clothes. The idea is to show how talented and versatile you are. At large agencies, models also do calling cards called composites. These are large cards with several photos of the model, the model's name and statistics and the name of the model's agency. They are sent out to prospective clients by your agency. For models who are just beginning, having a few photos is enough. Be sure that anything you show has your name and the name and phone number of your agency so that prospective clients know how to find you.

GROO
MING
G

Developing Good Grooming Habits

What is good grooming? Good grooming means keeping your skin, hair, nails and everything about your appearance neat and clean. It also means showing the world that you feel good about yourself. Good grooming is a sign of respect for yourself and others.

When you have a busy life with school, friends, sports and family activities, it's important to establish grooming routines that are easy to remember. Work as efficiently as possible, and get the job done. Remembering to brush your teeth or wash your hands after eating may seem like a chore, but once your grooming routine becomes a habit, you won't even need to think about it. It will become automatic and so will the self confidence of knowing you always look your best.

Skin Care

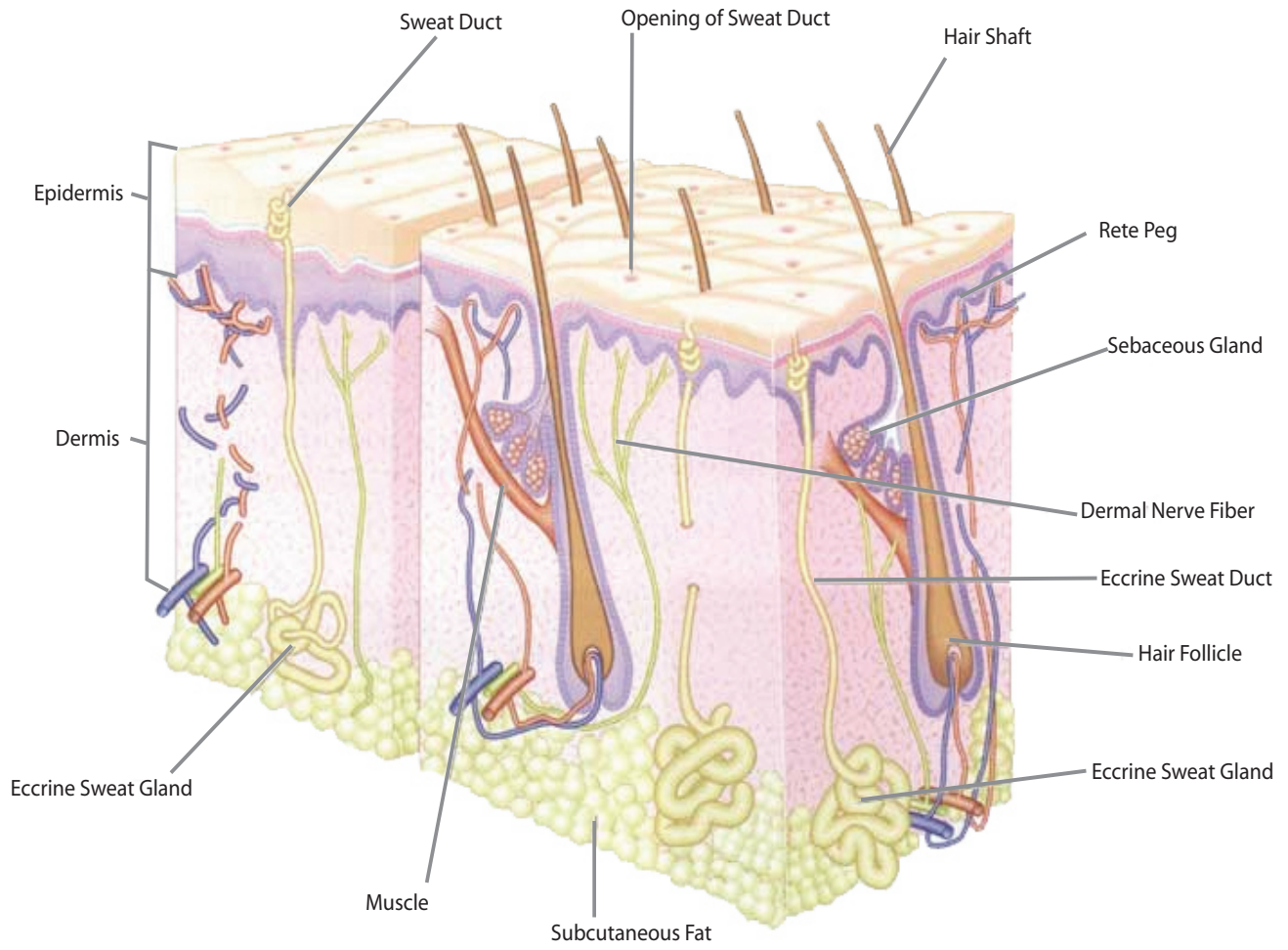
You probably take your skin for granted but it is a very important part of your body. If your skin were stretched out flat, it would cover an area of about two square yards and weigh about eight pounds (when you're full grown). Yet your skin is only about as thick as a piece of paper! Your skin is waterproof and it protects your body from the elements. If you could look at it under a microscope, you would see a series of overlapping flat plates that look like a tiny suit of armor. Within it you would see tiny holes, called pores, that go into the deeper layers of the skin. Because of these tiny openings your skin can sweat, which is nature's way of cooling you off when you get too hot.

Skin Care

Beneath the surface of skin are tiny factories that make the melanin that gives skin its color. The more melanin you have, the darker your skin. A network of tiny blood vessels feed the skin cells. You've probably discovered them when you got a cut or scratch. If you injure your skin, it has wonderful ways of healing itself. But the best thing is to take good care of it in the first place.

When talking about taking care of your skin, we mean, first of all, your face. Your face is the part of you that's most on display to the world. It shows whether you're happy or sad, healthy or sick and whether you take good care of your skin. But, how often do you need to wash your face? Twice a day, morning and night. If your skin feels dry and tight after you wash it, you may want to use a little moisturizer to keep it smooth and soft. If you are prone to pimples, never squeeze them as it will make them worse! Wash your face carefully and try not to touch your skin with your hands during the day as this can increase the bacteria on the skin's surface and lead to more breakouts. Your instructor will look at your skin and make recommendations and answer your questions.

Skin Structure



Body Care

Besides washing your face twice a day, you need to take a bath or shower often to keep the rest of you clean and healthy. How often depends on how active you are. You should always shower after swimming in a pool or the ocean as both chlorine and salt water can be drying to the skin.

Hands and Feet

Because you use them all the time, hands are the part of your body that need extra care. Wash them often and be sure to rinse off all the soap because any soap left behind can irritate the skin on your hands. If your hands feel dry after washing, use a little hand lotion.

The most important part of hand and foot care is to keep your nails clean and neat. Keep a nail brush in the bathroom and use it often. Your instructor will teach you how to file your nails and how to care for the cuticles on your hands and feet.

Skin Protection

Your skin needs to be protected from the sun. Sunburn is an injury to the skin. Be sure to use a sunscreen to protect your skin when you're at the pool or beach or outside on a sunny day. Use the appropriate SPF level for your skin type.

Sleep

Getting enough sleep or rest is essential to your overall health, well being and appearance.

Exercise

Believe it or not, one of the best things you can do for your skin is exercise. It improves your circulation and makes your skin look clear and healthy. And when you get enough exercise, you feel better all over.

Teeth

Treated with care, your teeth can enhance your looks and serve you well. Neglected, they not only lose their lustre, but they decay. A sweet tooth is sure to ruin your teeth but many other foods can cause decay as well. So, brushing after meals is essential. Use small rotary movements, followed by gentle whisking motions up and down the sides of all your teeth. Make sure you get the bristles into the small grooves of gum tissue surrounding your teeth. However, a toothbrush can't get in between your teeth which is where most of the cavities and gum problems begin. For that, you should use dental floss. Take a six to eight inch piece of dental floss and gently see-saw the floss back and forth between all your teeth.

Hair Care

What is hair care? Your hair can be your crowning glory or it can be your worst enemy, always tangled or messy or falling in your face. It all depends on how you treat it. If you neglect it, it will fight you. If you treat it well, it will be your best beauty asset. What's your hair type? You probably have some idea. Differences in hair texture and color depend on what's happening deep in the scalp where hair is rooted. Is your hair black or brown or blonde, curly or straight as a stick? Is it thick or fine? The secret is in the hair follicle. There are somewhere between 100,000 and 150,000 hairs on your head and each day about 100 to 150 fall out. Hair is constantly going through a cycle. As each hair grows, one falls out and a new one springs up to take its place. Hair grows faster in warm weather; slower in cold weather and grows about half an inch each month.

The color of your hair depends on the amount and kind of melanin it absorbs as it grows. Melanin is the pigment that gives hair its color. The texture of your hair (curly or straight) depends on its shape. If the individual hair is round, it will be straight; if its oval, it will be wavy; if it's flat, it will be curly. You can change the texture of your hair with a body wave or perm. These methods rearrange the curl pattern of your hair by chemically changing the molecules inside but the new hair will grow out in your natural pattern. Hair can also be coarse or fine. Coarse hair means that each hair strand is relatively thick; fine hair means individual hairs are thin. Your hair has its own way of growing and its own way of curling or going straight. Whatever hairstyle you choose should work with, not against, your hair's natural pattern.

What's The Best Style

The most important decision you make about your hair is the haircut you choose. Your instructor will arrange for a consultation with a hairdresser but you must consider the following:

My face shape is: _____
(round, oval, rectangle, square, heart)

My hair texture is: _____
(curly, straight, wavy, course, fine)

Do you play a lot of games or sports? _____

How much time do you want to spend styling your hair each day? _____

Do you like your hair long, short or in between? _____

Important Daily Grooming Habits

1. SKIN CARE

- Wash your face twice a day.
- Never squeeze pimples.
- Use a moisturizer after cleansing if you have dry skin.

2. BODY CARE

- Take regular baths or showers.
- Shower after swimming.
- Use body lotion on areas that are dry.
- Protect your skin from the sun with a sunscreen.

3. HANDS AND FEET

- Keep your hands clean at all times.
- File nails once a week.
- Care for the cuticles on your hands and feet.

4. GET A GOOD NIGHT'S SLEEP

5. EXERCISE EVERY DAY

6. TEETH

- Get regular checkups.
- Brush your teeth after every meal.
- Floss between teeth daily with dental floss.

7. HAIR CARE

- Always brush your hair with the proper brush.
- Use a wide-toothed comb for combing wet hair.
- Use a shampoo and conditioner suited for your hair type.
- Use hair accessories to change your hairstyle.

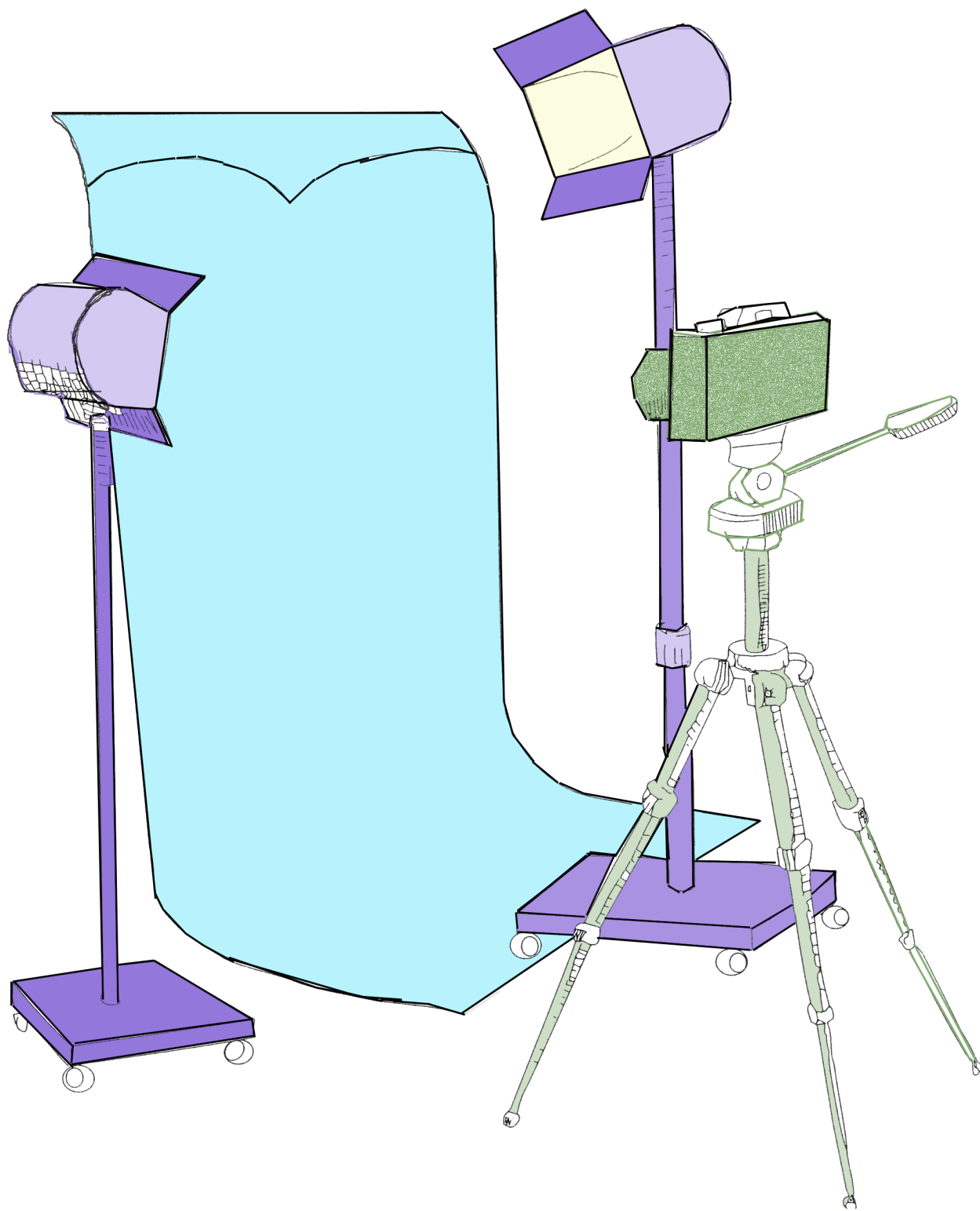
P
H
O
T
O
G
R
A
P
H
Y

Photography

Posing For Photos

The purpose of photographic modeling is to show clothes or to sell an idea, a product or a service. Photographic modeling can be for the pages of a magazine, for advertisements, catalogues or billboards. Some photos show a single model, some show a whole group. Photos are either shot in a photographer's studio (usually a large, barely furnished room with camera equipment and rolls of paper that can be pulled down to create backdrops of various colors) or on location. A location is any spot that is used as a background, like a house, restaurant, a park, the zoo, or a garden.

The important thing in photographic modeling is the way the model relates to the product. You must be natural, convincing and enthusiastic. Photographic modeling requires acting as well as a knowledge of the basic poses. So as we practice some of these poses, remember: smile, show enthusiasm, be creative. During a photo shoot, you will also be called upon to follow directions from the photographer. Be helpful, make your best effort and always be cooperative.



Posing For Photos

When you pose for a photo, you have to express yourself, relate to the product or prop. A prop is any object used to make the photo realistic or to help put across the basic idea of the photo. You may be asked to show a lot of action and enthusiasm - all within a fairly limited space. For many photos, you won't really be able to move more than a few feet in any direction; in others you may not be able to move at all, except to shift your weight and change poses. Here are some things to remember when you're posing for photos:

- Facial expressions
- Body positions
- Hand positions
- Pockets
- Arm and shoulder positions
- Leg and feet positions

Changing Poses

It isn't necessary to move your whole body to change poses. Often just moving an arm or a leg, shifting your weight, or turning your body slightly is enough to change your pose. During a photo shoot, you will only have a few seconds between clicks of the camera to change poses. You can also change poses, of course, by making more major changes of body position. Some of the types of poses you may be asked to make are standing, sitting or lying on the floor, using a chair.

Facial Expressions

Photographic models are asked to express all sorts of feelings and the most important way of doing this is through facial expressions. You may be asked to think about something happy, sad or mysterious. You may be asked to look surprised, disappointed, excited, or just to look like you're having fun. The photographer will either ask you to look at the camera or to look at the product or prop. You must be able to follow directions and to look natural and convincing at the same time. At home, you can practice in a mirror. Shift your head slightly from straight on, to turned slightly to one side or the other. And practice different expressions as well. But remember, always try for a natural, spontaneous look.

Group Poses

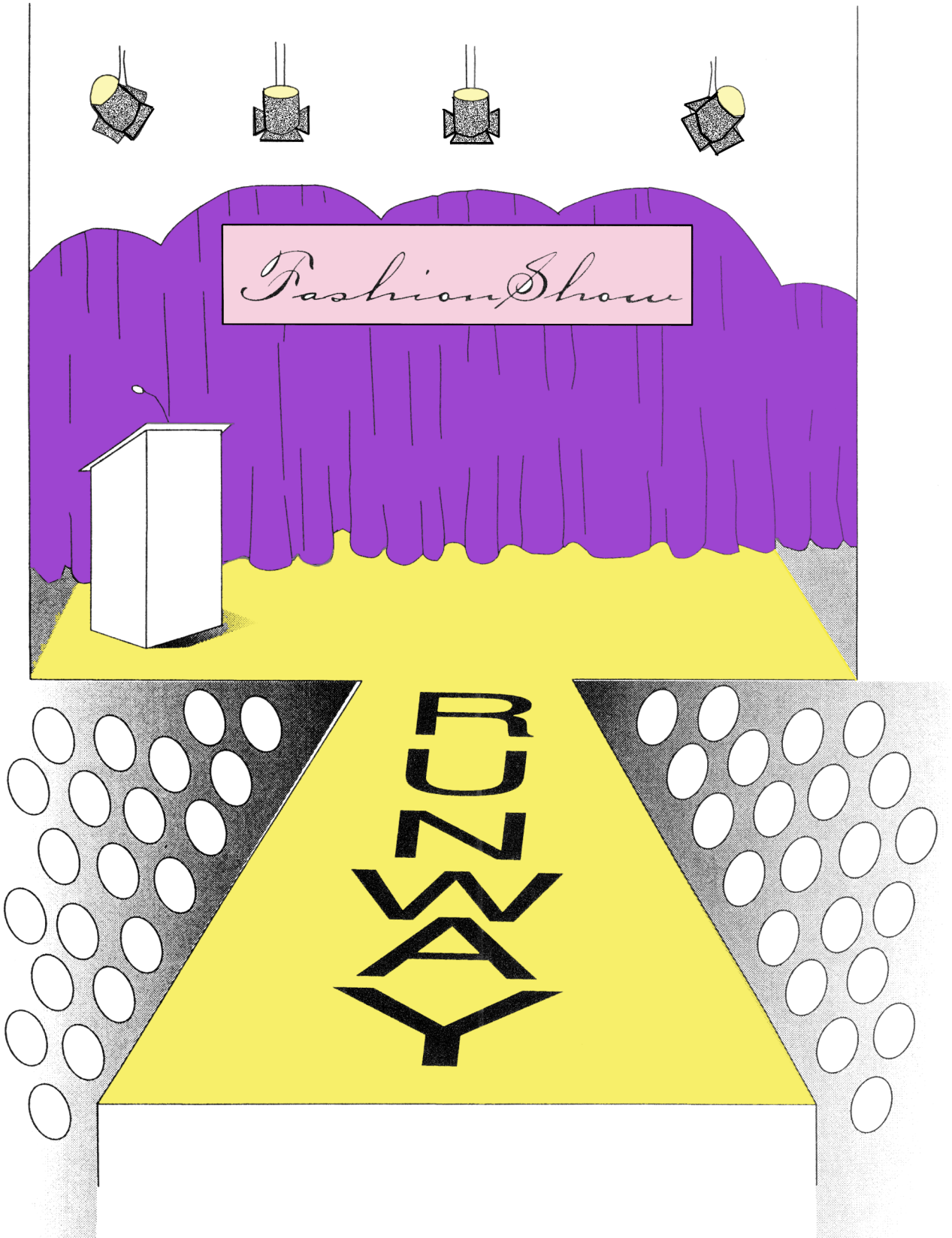
Sometimes in modeling, groups of models work together and pose together as a group. In this case, one model strikes a pose, the other models strike complimentary poses until a whole composition is created. And models often work in pairs. You must relate to each other and to whatever products or props are involved. Working together can be fun and creative. The easiest way is for one model to be the leader and pose first; then the other model makes a complimentary pose.



Homework Assignment:

Cut out and paste pictures here of poses that you can do at your photo shoot.

RUNWAY



Poise

Poise is how you present yourself to others in everyday situations. Poise is a combination of coordination, grace and attitude. To be poised during an oral report in school is to know your material and give your talk in a natural, relaxed manner. To be poised on the runway is to present yourself and the clothes you're modeling to their best advantage. If you're poised, you'll be able to approach each new situation with enthusiasm and a positive attitude.

Posture

Posture is how well your body is aligned. Good posture helps your muscles to develop properly. Good posture means you stand and walk tall, but comfortably, without slouching. Your spine should be straight, your shoulders relaxed, your stomach muscles pulled in and up, your buttocks tucked under and the knees slightly flexed. When you practice the posture exercises your instructor gives you, you may feel a bit of discomfort as you get used to your new body position. But, when good posture becomes a habit, it will feel as natural as breathing.

Walking Properly

To walk properly, start with good posture. Your walk should look relaxed and natural. Don't take steps that are too large or too small, as this will throw off your posture. Your feet should point straight ahead and move parallel to each other. Your arms should swing in a natural manner with the palms of your hands toward your thighs. Your instructor will demonstrate and teach you how to walk on the runway.

How To Sit Properly

The important thing to remember when you sit down or get up from a chair is to keep your feet under your body. This will enable you to keep your back fairly straight and avoid bending way forward to balance yourself. When you're seated, keep your back straight and your shoulders down and relaxed. Your instructor will demonstrate the right and wrong ways to sit down and rise from a chair and how to sit with good posture versus slouching.

Walking Up And Down Stairs Properly

To walk up and down stairs properly, avoid leaning forward and straining your back as you walk. You should walk up and down the stairs smoothly with-out bouncing. Keep your hand on the rail for balance and safety. Your instructor will demonstrate the right way for you to go up and down stairs.

Picking Things Up Properly

Picking things up properly is essential if you want to protect your back. Many back problems start by bending over to pick something up and straining the lower back. To do it right, use your leg muscles.

- Stand in front of the object.
- Bend at the knees until your weight is right over the object.
- Grasp the object and stand up. Remember to keep your back straight and use your leg muscles, not your back muscles.

Your instructor will demonstrate the right and wrong way to pick up objects.

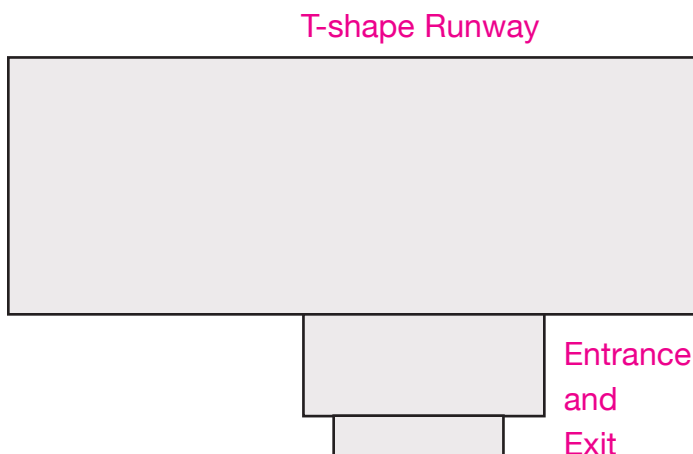
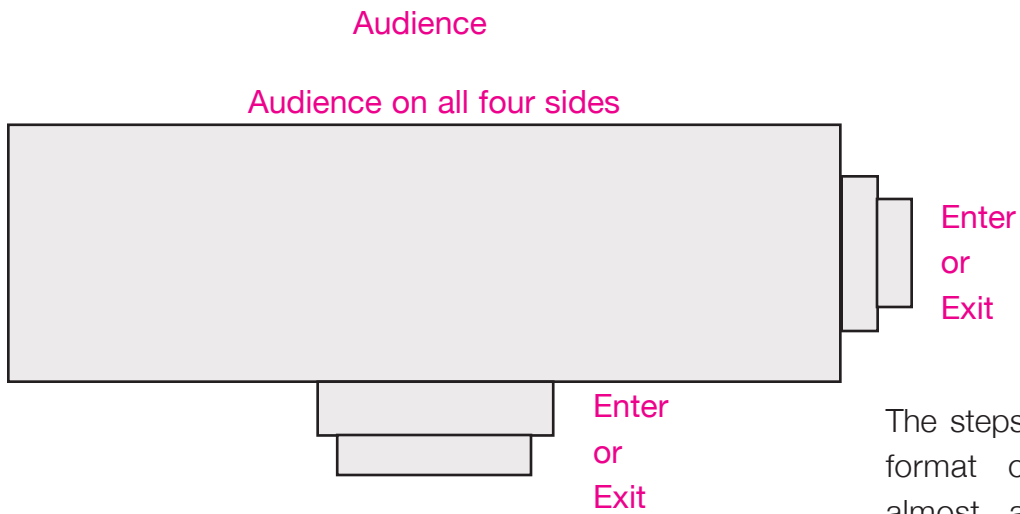
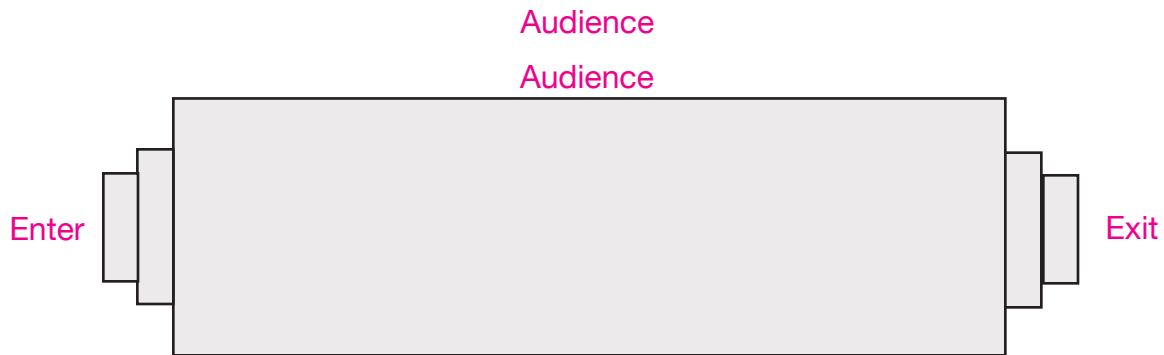
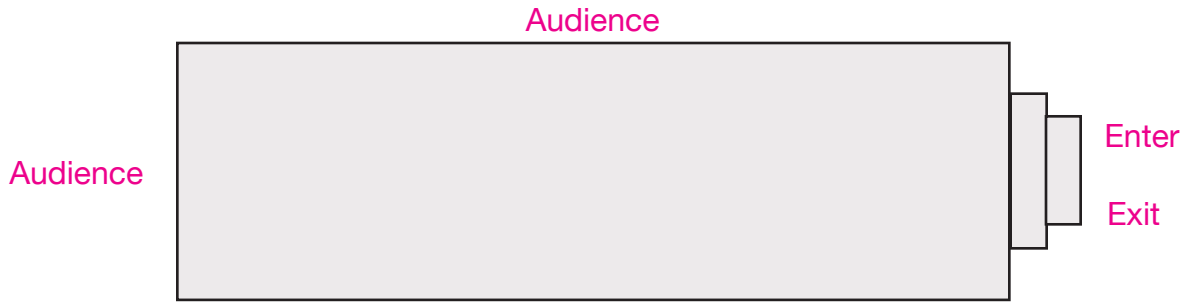
Why Is A Runway Used For Fashion Modeling?

A runway is like a stage; it is a raised platform that allows the audience to sit on two, three or four sides. Runways come in various sizes and shapes but the idea is to allow the audience to see the clothes from every angle and to watch how the clothes move. The runway brings clothes to life and the key to the show is the model. Learning to walk on the runway is an important part of fashion modeling and a great way to develop poise and posture. Your instructor will be working with you on how to use the runway to enter, exit and perform the many turns required for runway modeling.

Runway Modeling

In a fashion show, a runway is used to exhibit clothes and to put on a real show with lots of turns and movement to entertain the audience and bring the clothes to life. In a fashion show, a model usually wears several outfits and must be able to change fast and be able to get into the right lineup, or the order in which the models and outfits are to appear. Models must be able to follow the lineup and keep the flow of the show going. As one model is exiting the runway, the next model should be entering.

Standard Runway Formats



The steps to any runway format can be placed almost anywhere along the runway...according to production and placement of audience.

TELEVISION

Television

Television Workshop

Review the Director's Hand Signals outlined in the Communications section of this workbook before you begin to rehearse for your TV commercial videotape. When you perform your TV commercial in class remember the following:

- 1. Speak clearly and slowly enough to be understood.
- 2. If you miss a word, or make a mistake, don't stop. Correct yourself, then continue speaking.
- 3. Look directly into the camera (when appropriate).
- 4. Keep in mind that you're speaking to friends. This will help you be more natural and convincing.
- 5. Be enthusiastic. Smile, use your hands. Be animated and convince your audience that you're having fun.

Your commercial will be played back and critiqued by your instructor on qualities of speech, projection, eye contact and general delivery. He/She will give you tips on making improvements.

Instructor's Tips On Making Improvements:
