



13639 Freeport Rd., San Diego, CA 92129 - 858-484.0220

Level 2

Advanced Copy Telecourse Curriculum

We look forward to working with you for the next six weeks to improve your voiceover performing skills and prepare you for your first, or next, demo.

During the next several weeks we'll be working with a variety of scripts in several genres that we don't cover during our Performance Fundamentals course. We'll be asking that you stretch your boundaries and experiment with different types of copy in order to discover the delivery style or styles best for you. Ultimately, we will be moving toward creating copy that you can include on your demo.

Each week a new PDF file will be added to your account. We suggest that you download the file to a special folder on your computer and print the document for future reference.

Because recording from your home studio is a critical aspect of working as a voice talent you will be asked to record at least one file each week and send it to us for use during the weekly classes. If you have any equipment, acoustic or other home studio issues, we'll discuss them during the first class.

Pre-call Homework for Week 1 – Commercial Retail:

- Please go to www.dropbox.com
 - Download the free DropBox app and set up your free DropBox account
 - Make sure you have the DropBox folder on your desktop, in your task bar, or someplace where you can access it easily.
 - Each week's call will be recorded and delivered to you through your DropBox folder within a few hours after the call ends.
- Go to <http://edgestudio.com//myscripts.htm>
 - Select a RETAIL script from the Edge Studio script database
 - Rehearse & record
 - Send MP3 file as an e-mail attachment to studio@voiceacting.com
 - Please label your file: FirstnameLastname_TITLE_TC2_week-1.mp3
 - Slate as follows: Name – Week 1 – Title
 - Copy/paste the script into the email.



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WEEK #1 CALL
Commercial – Retail

Wednesday evening
5pm-6:30pm Pacific Time
(we may run a bit long on some calls)

Call 1-712-432-0075

When prompted, enter the code: 893734
Week 1

Discussion:

- What to expect during this course:
 - Discussions of different genres of VO
 - Prep for demo
 - Specialty niches
 - Personalized coaching on each call
- Importance of following instructions
 - Were your files properly labeled?
 - Did you slate as instructed?
- Discussion of your home studio equipment
 - You must be able to record high-quality audio for this course
 - The quality of your recordings will be evaluated as well as your performance
 - Equipment needed to participate in this course
 - Computer
 - Basic recording software – ie: Audacity
 - Good-quality microphone (MXL-990)
 - USB interface or USB mixer
 - Copy stand (recommended)
 - Mic stand with boom (recommended)
 - Be prepared to ask any questions you might have regarding your home studio setup, acoustic issues or any other problems.
- Discussion of Homework Assignments:
 - Homework will be assigned which is tailor made for you – you make the decision!
 - EACH WEEK:
 - Find 3-5 magazine ads that are text-based and fit your delivery style
 - Find ads that could potentially be on your demo
 - Re-write the ads to include IEE0
 - Select one, record it and send MP3 file and a text doc of the script either as a Word doc or as text in the email with the file attached.



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- Depending on the week, you will also be asked to record a script of your choice or one that we send you.
- Listen to radio and TV commercials and locate projects that fit your interest.

Assignment for Week 2:

- Listen to radio or TV (commercials, imaging, etc.) and demos on VoiceBank.net
- Find 5 magazine ads that fit your niche and delivery style
- Re-write all 5 for demo! Use the 4 elements IEEO
- Record and send two preferred as email attachments to studio@voiceacting.com
 - Include transcribed text in email or as a Word doc.