

MODEL MASTERCLASSES

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INDUSTRY TERMS

Industry Terms You Need To Know

It is important to know the language used within the industry so that you know what people are talking about when you are being offered a job, agreeing to something with your agency, signing a contract, or basically just talking about anything regarding modeling. Knowing these terms will help you be more prepared and organized.

Call Sheet. A Call Sheet is what your agency will send you any time you book a shoot. It will include all of the important details about the shoot, like the location, the time you need to be there, the production company, the photographer, a list of everyone who will be on set, the phone numbers of everyone on set, and even the catering company's information will be on there. Normally you will receive your call sheet the night before the actual shoot.

Voucher. A voucher is a piece of paper that you bring with you to a modeling job and have the client sign at the end of the shoot. It includes all of the important information about how much money you will make from the shoot. It will include the time you got there, the time you left, the day rate, the usage, and any overtime. Your agency will provide you with a book of paper vouchers. Some agencies do not use them anymore. There are also digital vouchers available. I personally always use vouchers as it helps immensely to keep track of what your agency owes you. And if you don't have an agency yet, I encourage you to use vouchers of your own. You can purchase paper vouchers at any office supply store, or you can download digital vouchers from iTunes or any app store.

Booker. Your booker is the person who works at your agency and takes care of your schedule, castings, and photoshoots. This is the person who you will speak to the most. Bookers are employed by your agency, so you do not work for them. Your booker is the person you should communicate with about anything and everything regarding work. Your relationship with your booker is very important. Your booker is the one who submits you for work and acts as a “middle man” for clients. Bookers are very busy and are managing the schedules of many other models, so keep this in mind when working with them. Bookers in many ways are the gatekeepers of the modeling world.

Your Portfolio / Your Book. Your portfolio, a.k.a your book, is a collection of all of your best photos that your agency showcases on its website, and that you bring with you to show at castings. Most models use iPads or tablets for their books, although some agencies provide a paper portfolio book. I prefer a digital version, as it is cheaper, lighter, and easier to edit.

Test Shoot. A test shoot is a photo shoot that is used specifically to build your portfolio. Sometimes a test shoot can also be scheduled so that a photographer can consider working with you in the future. Most of the time it is for your portfolio. You will have to pay for most test shoots. Once you have an agency, they have a list of photographers who are great to test with and they will give you a discounted price. Your booker will arrange this shoot for you. If you do not have an agency, and want to find a photographer to test with, please refer to section, “Your First Photo Shoot.”

Comp Card. A comp card is a business card for models. Your comp card will have your headshot on the front, with your name, and one or two photos on the back, with your measurements and agency contact information. It is usually 8” X 5”, though this can vary. You will hand out your comp cards at any castings that you attend. Your agency will provide you with comp cards. They are not free. You will pay for them.

Casting. A casting is an interview where the model presents himself or herself to a client or casting director. It is the first step in booking a job. When you go to a casting, you will have your photo taken, sometimes you will have a video taken, and most of the time you will give them your comp card.

Slate. A slate is a video that was taken at a casting, where you are required to introduce yourself, tell them your agency name, and then show them your profiles, a smile, the front and back of your hands, and usually they will take a quick full-body.

Call Back. A call back is a second casting. You will get a call back if the client liked you from the first casting. This means you are being seriously considered for the job!

Set. A set is where a photo shoot takes place.

Rate. The rate is how much money a client is offering to pay you for a job. There is a day rate and there is a separate usage rate. Sometimes the day rate and the usage rate are combined and called a flat rate. For example, you're doing a one day photo shoot. The day rate for this shoot is \$2,000 and the usage rate is \$5,000 for 1 year. Sometimes it is broken down like this. But sometimes it will be a flat rate that does not separate the day rate from the usage rate. Usually Flat Rate photo shoots state that the Usage is unlimited. I will go further into detail about how payments are structured for models in the lesson titled, "Standard Rates For Modeling Jobs."

Usage. The usage is a part of the Job Rate. Usage determines how long your image can be used by the client. The usage is agreed upon before the photo shoot takes place. For example, if you do a photo shoot and the agreed upon usage is \$5,000 for 6 months, after the 6 month period is over, the client will have to pay you more to keep using your image.

Client. When people refer to a "Client" in the modeling industry, it is the company that hired you to be their model. For example, if I am doing a photo shoot for Coca-Cola, then Coca-Cola would be considered my client.

Casting Director. A casting director is a person who hosts castings for Clients. The casting director arranges to have all the models come into the Casting Director's office to be photographed and/or recorded on video. Then the Casting Director presents the models to the client. Casting Directors are also in many ways the gatekeepers of the modeling world.

Look book. A Look book is a printed or digital collection that designers put together every season to showcase their new designs. As a model, if you shoot a look book, you will be showcasing the designers collection and this will be used by the designer for a few different purposes, usually for buyer meetings and retailers that want to sell their customers a new collection from a designer.

Buyer Meetings. Buyer meetings are meetings held by designers in a showroom to show retailers a collection from a designer, so that the retailer can decide which pieces they would like to have in their stores.

Showroom. A Showroom is a space where designers showcase their collections. As a model you will sometimes 'work showroom' and model the designers' clothing for private meetings with retailers or private clients.

Digitals. Digitals are non-professional photos that most agencies have you do every few months. This is how it works: you go into your agency with natural hair and no makeup, and your booker will quickly take your photo in natural lighting. This is so that clients can see how you look naturally with no styling or anything. It's the "real life" photo.

Trade for Print. Trade for Print means as a model you do a photo shoot with a photographer for free, and in return the photographer is supposed to give you finished images for your portfolio.

Stats. Your “stats” are what people call your measurements and basic traits. For example, blonde, blue eyes, 5’8” 34-28-38 (bust-waist-hip) & size 6.

Headshot. Your headshot is a photo of just your face, pretty close up.

¾ Shot. A ¾ shot is a photo of you from around the knee area and up.

Full Body Shot. This is a shot of your entire body.

Page Tears. Page tears are what we call images of you that are from paid shoots and have been used for a company. For example, if I do a toothpaste ad and it gets printed in a magazine, that is a page tear.

The “Line”. The “Line” is an abbreviated way of referring to a clothing line from a designer. It's a term you will hear used in multiple areas of modeling.'

Model House. A model house is what models call an apartment that many models live in from the same agency.

Overtime Rate. An overtime rate is the amount of money you get paid by the hour if the job you are working on takes longer than what was originally planned. This happens often and it is important to always clarify your overtime rate with your booker before every shoot.

Exclusive vs Non-exclusive. Exclusivity is something you need to decide upon when signing a contract with an agency. You have two options: Exclusive and Non-Exclusive. This is very important to understand and I speak about this in depth in the lesson titled “Contracts”.

Being "On Hold". Being on hold is a term that your agency will use when you have attended a casting and the client wants to book you, but they have not yet, so they want you to keep the shoot dates open in case they do book you.

Thank you so much for joining me to talk about Industry Terms You Need To Know. Make sure to continue reading the next lesson and I'll see you there! :)