PHASE 3
STUDIO
PRODUCTION

Talent Casting

Effort ●●●○○

Objective
To describe the characters you need to cast in your campaign to aid in the casting call process.

Time needed
5–6 hours

Participants
Design team

How to use this tool
Finding the right talent to bring your script to life is an important part of delivering your message. This tool helps you define the different roles in your script and find the perfect fit for the part.

1. **Create a new page for every role** and include them in your Final Creative Concept.
2. **Enter the name and basic demographic information.** These descriptions, along with other relevant specifics for the role (i.e., moustache, build, voice quality) are the main characteristics you want for each part.
3. **Personality description:** Describe the role (e.g., confident, humorous, shy) and look for these traits during auditions.
4. **Speaking part example.** Provide a few lines from the script to be read during auditions to see if the actors are appropriate the role.
5. **Headshots.** Insert headshots for selected talent to be used in decision making during auditions. Use the person's real name so that you can reach them later.
6. **Leave comments.** In the space next to the headshot, write comments such as whether to confirm for the part, call back, drop, and so on.

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Enter the campaign name Part: *Enter the name of the character*			
Demographics Age: *age range* Gender: *M/F/other (specify)* Other specifics: *any traits relevant to the part*	Real name: _____	Real name: _____	Real name: _____
Personality: *Describe the type of character (e.g., serious, confident, shy, humorous)*	Real name: _____	Real name: _____	Real name: _____
Speaking Part: *Provide a few lines from the script to help define the role*	Real name: _____	Real name: _____	Real name: _____