VOICE ACTING

What is voice acting?

What are the roles of a voice actor?

What is the purpose of voice acting?

Voiceover –

What are the types of voiceover work?

* + On-air, Commercials, Promos
	+ On-air, News, Commercials, Promos
	+ Training, Web Learning, Marketing
	+ Cartoons, Anime, Video Games
	+ Games, Training, Marketing
	+ Looping, ADR (Automated Dialog Replacement), Narration
	+ Entertainment
	+ RSS (Really Simple Syndication), MP3, Web Learning

What are the essentials for Voiceover work?

What’s the difference between Voiceover and Voice Acting?

(competent training, acting ability, interpretive skill, dedication, business acumen, computer skills, etc.)

A Voiceover performance has at least one of the following:

* sounds like reading the script
* information-heavy, emotion-light
* the goal is to sell the listener on something
* the overall effect may create listener tune-out
* delivery of the message may even damage the credibility of the advertiser

A Voice Acting performance has ALL of the following:

* performer creates a believable and real character in conversation with the listener
* the message is primarily emotional, with a clearly defined focus
* the goal is to tell a story that the listener to relate to on an emotional level, and comes from a level of helping rather than selling
* the overall effect is to keep the listener’s attention and create a memorable moment

Assignment –

We’ll start with basic voiceover skills. Using what you’ve learned so far (your notes and your voice), read the following script and submit it as an mp3, labeled as “(your name) voiceover 1”.

It happens everyday…in hotels, restaurants and other public buildings…without warning. It’s responsible for 20,000 fatalities – and it’s the second leading cause of death and disability. Slip and fall accidents – learn how to protect your rights if it happens to you. Tonight at 11 on Eye Witness News.