

Natural Child Agency

Industry Terms



Advertising: The action of getting the word out or letting the public know about a product or service through specialized market techniques.

Agency: An establishment that does business on behalf of talent by booking jobs and collecting payment for them for a fee.

Agent: An individual that provides representation for talent and is responsible for negotiations with perspective clients.

Art Director: An individual responsible for the enhancement of products through visual imagery used for marketing purposes.

Black and white photos: Black and white photos are usually suggested for headshots

Book: This has two meanings: To book means to assign or book a job or it can also mean a model's portfolio.

Booker: It's the same meaning as agent.

Booking: This means it's a job or assignment.

Buy-out: When a client arranges a one-time payment or flat fee for a commercial instead of paying residuals for a particular job. This means that you will not get paid every time the commercial plays. The fee for a buy out is usually quite substantial.

Call Back: When you go to an audition and are ask to comeback, which means they are possibly interested in your performance.

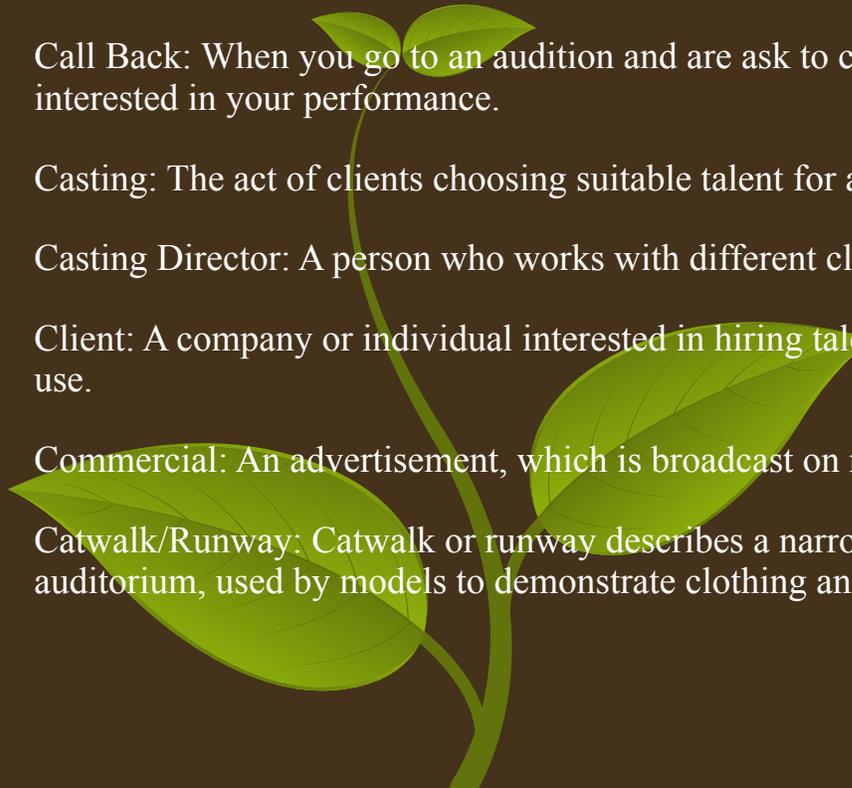
Casting: The act of clients choosing suitable talent for a particular assignment.

Casting Director: A person who works with different clients to select talent for particular jobs.

Client: A company or individual interested in hiring talent for the purpose of marketing or promotional use.

Commercial: An advertisement, which is broadcast on radio or shown on television.

Catwalk/Runway: Catwalk or runway describes a narrow, usually elevated platform that runs into an auditorium, used by models to demonstrate clothing and accessories during a fashion show.



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Composite Card: A photo card (Also, referred to as a comp card, sedcard, (zedcard) or model business card) comprised of several different pictures of a model or talent (usually 2-5 poses). This card can be produced in either 6x8 or 8x10 inch formats and should contain at least one headshot along with a variety of other different looks.

Contract: A binding agreement that outlines specific terms and performance guidelines between two or more parties, such as an agent and model or model and client.

Copyright: Copyright is the set of exclusive rights granted to the author or creator of an original work, including the right to copy, distribute and adapt the work. These rights can be licensed, transferred and/or assigned.

Cover Shooting: A photo shooting for a cover of a magazine. Depending on the magazine it has great significance for the awareness of the model.

Day Rate: This is the amount of money paid to the talent for one day regardless of how many hours the talent works. The time however should not exceed eight hours.

Deferral: This is another term for "Deferred Compensation." In this form a payment, all or part of the monies due a model or actor is deferred until a certain event. Most commonly, talent is paid a percentage of future earnings. A word of caution, while deferral agreements sometimes sound appealing, legalistic definitions of profit or a production that is unsuccessful means that, in reality, most of these arrangements will not result in payments to talent.

Director: The person who supervises or oversees a production. This person is responsible for the flow of a particular production and makes decisions about lighting, staging, and overall presentations.

Editorial Print: These are pages in a magazine which tell a story or idea and where the model might be presented in a role that compliments the storyline. Whereas with Catalog Print which is solely done to sell products individually.

Expenses: The amount of money that you spend on items or travel in relation to doing different types of jobs.

Fashion Photographer: A Professional photographer who specializes in photographing fashion models.

Fashion Shot: A full-length picture is taken of talent to specifically capture the details of an outfit and its features from head to toe This type of picture is a must for the composite card for it shows past experience with working in big type jobs.

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Fitting: When a client request to have talent come in to try on wardrobe to see how well the item fits, and for conceptual purposes. They will usually have the talent try on the items needed to be fit and take a photo of the talent for their reference in choosing who would be suitable for that particular job.

Fit Model: A model with standard proportions that tries newly manufactured clothes (samples) before they are presented in fashion shows, and photo shoots

Flat fee: A set amount of money negotiated for a particular job.

Formal Fashion Show, Runway Show - Models walks runway to show designer clothing to an invited audience on stage or runway with music.

Graphic Artists: This person pulls images together by the use of their computer, and visually enhances them for marketing. They also are creative in making all sorts of visually art forms.

Go-see: Very similar to a casting, but most times there done in large groups and not as formal as castings.

Glossy:A photo with a type of finish that in most commonly used for headshots. Usually ordered in quantities of 50 and sent to casting directors and producers with a resume attached for the purpose of getting booked for commercials or films.

Hair Stylist: A hairstylist is someone who cuts and styles hair. He or she often offers other services such as coloring and hair extensions. He or she cares for the perfect hairstyle of the model at the shooting, runway show or event.

Hold/Talent Hold: The process in which a potential client is seriously considering to schedule talent for a possible booking on a particular date. This is not to be confused as a booking, just an opportunity for the client to select possible talent for their upcoming job.

Informal Fashion Show: Models walks runway to show designer clothing in stores or restaurants without runway. Usually a runway-walking pattern will be formulated for easy transitions by models using makeshift runway.

Lineup - The position of model's garment in a fashion show.

Location: Any place where a photo shoot takes place. When you are on location, it means you are outside the controlled environment of the studio or soundstage and should prepare accordingly.

Look: The unique appearance of the model.

Make up Artist: A person who applies make up professionally to models/talent and others who might appear on television, in films, photo shoots and other types of public platforms.

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Meet & Greet: A first meeting with a client where you are not auditioning for a specific assignment. Instead you are introducing yourself to a client with the hopes that you will be considered for a future potential assignment.

Model: A person who works in the field of fashion wearing clothes or products for viewing and who demonstrates or displays other items for consumer interest.

Model Release: A form to be signed by talent granting rights to a photographer or client to publish their pictures, giving their authorization.

Photographer: A person who takes pictures professionally of people, places and things.

Photo Shoot: A collaborative work effort of a crew of individuals (Photographer, Hair and Make up, Wardrobe Stylist, Model, Art director, Producer) working together to create a finished photography project.

Portfolio: A presentation book (normally 8" X 10", 9" X 12" or 11" X 14") with model or talents best pictures and tear sheets used to show prospective clients how well you photograph.

Print Model: A model that is photographed regularly for catalogues, newspapers, magazines, billboards and other advertising forms.

Producer: This individual is responsible for the creative structure of job in relation to hiring the talent, scouting out locations, and securing everything to do with the function of the flow.

Production Crew: A group of individuals working together to produce a product.

Proof Sheet: A print out of sample pictures from a photo shoot usually all on one sheet of paper.

Rate: The amount of money agreed on for a specific assignment.

Release: A document a model or talent signs before or after a paid shoot which gives their agency and or the photographer permission to use the photos that have been taken. When a model or talent has been paid to do a photo shoot, they will almost always be asked to sign a release. Therefore, the model or talent should always ask about this before accepting a booking and should read the release before shooting begins.

Residual: This is an additional form of payment, which you will receive for a commercial, which airs more than the number of times stated, in your original contract.

Resume: Background information sheet on all of the work a model or talent has done.

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Runway Modeling: Live modeling on a stage or walkway where clothing is the central focus of the show.

Sample: An original garment made by a designer which is used to fit and show and will eventually be copied from. It usually has some sort of mutilated flaw or hole in it to identify it as a sample.

Spread: A photo or layout that covers two pages or more of a magazine, booklet or portfolio.

Studio: A location where a job can take place such as photo shoots, television commercials, videos, etc.

Sub Contractor: An individual or individuals hired to perform work as an independant employee.

Talent: An individual that is represented by an agent whom is hired for work by a client. Your child is the "talent".

Tear Sheet: A clipping from an actual magazine, brochure, or picture from a job that talent has done. These are great to keep for your portfolio and composite card as it shows that you've done actual jobs.

Voucher: A printed form that is filled out by the talent and client once a job is completed for the talents payment. The time worked is logged on this form with the rate of pay and signed by the client confirming all work is completed.

Wardrobe Stylist: This individual is responsible for the wardrobe in relation to a particular job. Their responsibility is to see that the clothing fits properly and is prepared for the shoot. The stylist partners with the production crew to ensure the consistency of the apparel during the job.

