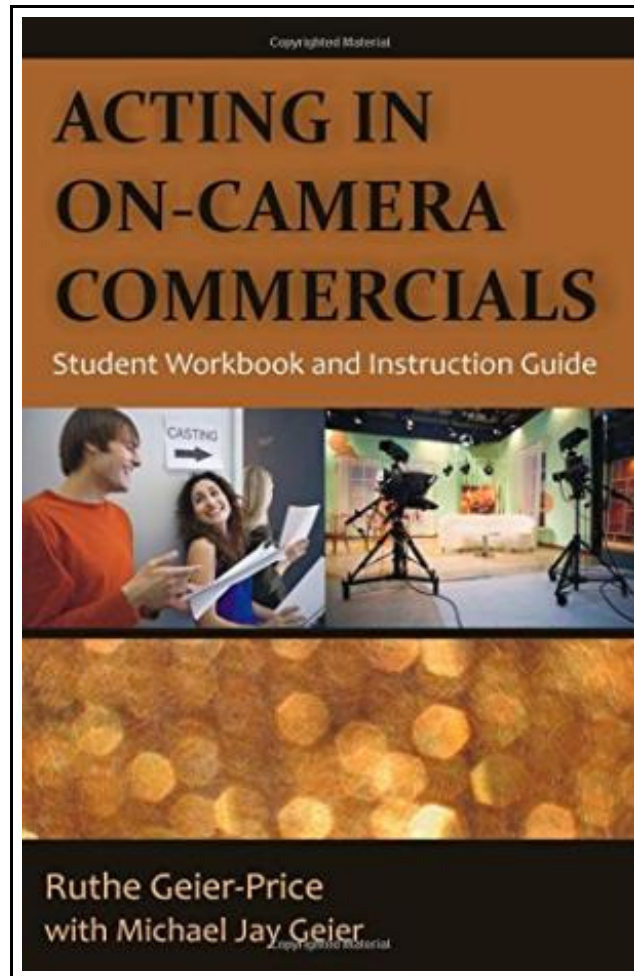


## Acting in On-Camera Commercials: Student Workbook and Instruction Guide



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***(Martina Maggio)***

## ACTING IN ON-CAMERA COMMERCIALS: STUDENT WORKBOOK AND INSTRUCTION GUIDE



Universal Publishers. Paperback. Book Condition: New. Paperback. 188 pages. Dimensions: 8.4in. x 5.5in. x 0.6in. Performing on TV commercials is bread and butter for actors. It not only helps them pay the rent while striving for recognition, frequently it enables them to break into film, television and theater. Plus, acting in commercials can be a rewarding and lucrative career in itself. This comprehensive workbook provides step-by-step training, along with commercial copy and other materials available on the publishers website. Acting in On-Camera Commercials covers every aspect of the field of performing in TV commercials. It is a reference book that will serve the actor throughout all the years of his or her career. PRAISE FOR THE PREVIOUS EDITION The book is filled with useful information obviously mined from years of experience and success in the field by the authors. The exercises, demonstration copy and practical advice mesh easily with the assignments in my syllabus. This is an excellent resource that will help my students understand the requisite professional standards and develop the many skills necessary to compete in this complex business. Stephen Neal, Instructor, Department of Theatre, Florida International University I have just completed teaching a very successful course on Acting in Commercials, thanks to Ruthe Geier-Price and Michael Geiers innovative course, as presented in their new book, Acting in On-Camera Commercials. The students loved the very practical presentation of the material, the clever copy provided, and the visuals, as available in the photo illustrations. The reviews presented at the ends of the chapters left no question as to the importance of the salient points. To make his or her mistakes in a non-threatening environment, he or she avoids much of the trial by fire when they enter the actual audition experience. Barbara Lowery, Professor, Performing Arts Department, Miami-Dade College This item...



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