



VO 101— Demo Creation Process

Production of Your Voice Over Demo

Pre-Planning

The initial consideration includes the type of demo, content to be used, length, delivery and formats for use on the web, cd, and by email. Once these items are gathered and pre-planned, the actual demo production begins.

Demo Type

First we decide on “which type” of demo you desire. If you want a ‘combo’ demo created, you need to gather various clips and create mock clips as to reflect each standard genre, those being radio / tv, documentary / narration, awards / events, telephone / moh, sales / training, and character / video games, and audio-books. If it is a ‘single genre’ demo being produced, we will focus on that single theme genre.

Content Selection

Secondly, we will need to select your BEST on-hand samples to gather clips, AND/OR write and produce mock clips. to showcase your voice. If a ‘single genre’ demo is the objective, we will require 10 - 12 ten second samples from real and mock clips. If the demo is a ‘combination genre’ demo, we will require about 3 samples of each genre' listed above.

Length

There are different opinions on the “actual length” desired for voice over demos. The norm is between 60 to 90 seconds. My suggestion is and always will be to, give them everything you can while you have their undivided attention. You may not get a second chance. Our goal will be to make your ‘genre specific’ voice over demo about 2:00 and if a combination voice demo, no more than 3 minutes. Typically we produce a short and long version.

Format / Delivery

Once mixed and produced, we will master your voice over demos, or demos into the primary industry format today. that being a high-quality 192k / 44k / stereo mp3 for delivery to clients as email attachments, and for use on the Web, Facebook, LinkedIn, etc, and keep the master version of your demos on your computer at home, or work. If you wish to have a demo on cd, I suggest you burn them on a “as needed basis” at home, as very few studios will ask for a cd, unless you are in large ‘in-person’ casting call, etc.

Here is the Voice Over Demo Creation Process

That covers the core elements required to create your voice over demo at VO 101. Below are the steps we will take to plan, pre-produce, record clips, mix and master a final demo.

- 1-select the genre of the demo to be created
- 2-select best possible on-hand content to be featured
- 3-write and/or record any original content required as sample clips
- 4-edit and mix both ‘on-hand and original content’ to be used within the demo
- 5-build complete demo using clips based on genre, quality, tempo and tone
- 6-send proof for review and approval before mastering
- 7-master final demo (s) into mp3, wma, mov, and wav formats for delivery as a talent.