

BETTY CROCKER CASTING STILL PHOTOS & VIDEO INSTRUCTIONS

STEP 1: AUDITION PHOTOS

- Use cell phone or camera and make sure light is adequate.
- Each person will need **SIX** pictures. See list below:

INDIVIDUAL STILLS for each person:

1. Smiling Head shot: Top of head to mid-chest. Nice smile showing teeth.
2. 3/4 Profile: Left
3. 3/4 Profile: Right
4. Full length: Head to toe body shot.
5. Hands: Positioned in front of face, flat and relaxed. Sleeves rolled up.
6. Action shot: Happily mixing your batter, tasting or just showing your creation!

FAMILY STILLS:

Pictures of various family members gleefully baking together & delighting in their cakes, cookies or muffins. Everyone is having a good time; lots of laughter.



STEP 2: FAMILY VIDEO

This should be a 2-minute VIDEO of your family with their family friend in the kitchen happily baking for the holidays. Children should be helping.

Begin with everyone saying their name to camera one at a time.

Then video your family gleefully baking (not pretending to bake) and having fun (ignoring the camera).

In the video include lots of measuring, stirring, tasting the batter, laughing (don't be afraid to get messy!) and finally eating the fresh made goodies with sheer pride and delight! Eating should be fun and happy but never crude.

TECHNICAL SET-UP POINTERS:

- Use a Tripod or other device to hold your camera/cell phone in place HORIZONTALLY.
- Make sure you position the camera a good distance from each person and at eye level to avoid distortion.*
- Lighting must be adequate so that we can see you clearly. Avoid having a window behind. This will close down your lens.

IMPORTANT:

iPHONE/ANDROID Settings: DO NOT record video or photograph in HEIC or record video greater than 1080 @ 30FPS (these settings are in your phone's SETTINGS section). We will not be able use your video and photos if you do not adjust your settings.

SUBMISSION INSTRUCTIONS:

- Make sure all photos and video are renamed correctly. Without names, we can't identify who is who.
- After you have completed your video and photos go to our submission page: [SUBMISSION PAGE](#)
- **DEADLINE Monday, August 31.**