

Donavon Modeling

Frequently Asked Questions

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- How does Donavon Modeling help models get discovered and how do agencies and clients use Donavon Modeling to recruit new talent?
- I do not live in the U.S., but I noticed that a lot of top modeling agencies are based in the U.S. Can I still benefit from being a member model with Donavon?
- How does modeling work and do I really need an agency to get modeling jobs?
- What are the various modeling markets and categories? What is fashion or editorial modeling versus commercial or print modeling?

- **What do agencies and clients see when they view my Donavon Modeling portfolio?**
- **What do I need to do when I attend a booking or open call?**
- **If I do not have a credit card can I still become a member?**

Question: ***What do I want to model... can Donavon Modeling help me?***

Yes! Donavon Modeling is an excellent way for both new and established models to get discovered by agencies and clients. It is a **safe, convenient and inexpensive** way to project your image to thousands of prospective clients worldwide. We connect you with agencies and clients by making your online portfolio accessible to established and reputable agencies and clients all over the world.

What you get from Donavon Modeling:

1. **Save significant time and money compared to traditional scouting conventions, open calls, modeling schools and agency interviews that can end up costing thousands of dollars.**
2. **Have a good chance of being discovered through our model search database which is used by prospective clients and agencies worldwide.**
3. **Access to our growing network of affiliate photographers, makeup artists and hair stylists.**
4. **Quality composite and photographic products to assist in furthering your modeling career.**
5. **Tips and general information to help you succeed in the competitive world of modeling.**

Question: ***What are the requirements for being a model? What physical characteristics such as height and weight requirements are needed to model? Do I have to be tall?***

There are many different categories of modeling—each with its own specific requirements. The primary modeling categories are:

- Editorial / Fashion
- Commercial / Print
- Fitness
- Plus Size
- Kids
- Real People

Just about anyone can be a model. There are even jobs for “unattractive” and “ugly” models!! It just depends on what the client is looking for. The only limits pertain to which types of work a model can get. The truth is that about 90% of all models will never be famous, nor will they end up in magazines or on Paris runways. Modeling is a very versatile career and is open to both males and females of all ages, sizes, body types, and ethnic and national backgrounds. For example, editorial and fashion modeling agencies primarily recruit models that are at least 5’7” tall, while commercial agencies often do not impose a minimum height restriction for the models they recruit. Additionally, there are “real people” agencies that specialize in placing regular looking people for advertising and related modeling assignments. Donavon Modeling offers modeling opportunities in every category of modeling—from fitness to commercial to editorial and even plus size.

Generally speaking, if you want to be another “Cindy Crawford” then yes, you most definitely must be tall. Even with breakthrough models like Kate Moss at a height of 5’7”, we are still a long way from making models under 5’8” an acceptable height in the industry. With luck and some influence from the public, maybe someday this will change. But don’t be dismayed! There are MANY modeling jobs for models of all heights. Runway is still an option for the petite model (although not very common) in that some fashion shows are designated strictly for petite models. Other jobs for shorter models include print, conventions, promotions, figure, swimsuit and calendar modeling. You might not become famous, but then again a lot of tall models never become famous either!

Modeling height is generally broken into three groups:

- Petite: 5’4” and under
- Middle: 5’5” to 5’7”
- Tall: 5’8” and up (in some areas 5’9” and up)

Question: *Do I need to attend modeling school or classes to obtain work as a model and how do those “model searches” work that I see and hear advertised occasionally on TV and radio?*

Some modeling agencies and companies are structured to generate the bulk of their income from selling the concept that modeling classes are essential to success in modeling. These classes can easily end up costing the consumer thousands of dollars. While some of this training is beneficial and applicable to modeling, much of it is simply a “finishing” school wrapped in a modeling package. For the small percentage of models who can expect to perform fashion and/or runway work, it’s beneficial to learn how to work in a runway-type environment. And for the younger, less experienced girl, it may be helpful to learn make-up and hair styling techniques. But by the time most girls reach their mid-to-late teens, the fundamentals of these skills are usually mastered or can be learned fairly easily—without spending thousands of dollars. What you need to remember as a consumer is the fact that the vast majority of modeling jobs available to both new and experienced models have little or nothing to do with high end fashion runway work that one typically associates with modeling. Opportunities abound in the areas of freelance, public relations, catalogue, print and commercial modeling—to mention only a few. And the majority of these jobs require little, if any, formal training in modeling. Most people think it’s all about how you look... and this is true—to an extent. Your looks may get you noticed or “discovered,” but its your personal qualities that will allow you to succeed in modeling.

Remember, the one thing that all types of modeling require is that **YOU MUST FIRST BE DISCOVERED.** All the training and all the money in the world won’t matter unless someone in the right position at the right time notices you. And it’s that fact of modeling reality on which “model searches” or “scouting conventions” are based. Model searches typically bring a group of agents together in a single location to look at hundreds (and sometimes thousands) of model hopefuls. Candidates typically spend upwards of a thousand dollars or more in fees, travel and lodging for the “privilege” of taking a brief walk across a stage in hopes of being selected by one of the scouting agents in attendance. For the few selected, the investment and the gamble pays off. But for the majority who are not selected, it becomes a disappointing and costly few minutes of exposure. The bottom line is that years of modeling classes and thousands of dollars spent on model searches are no guarantee of obtaining modeling work. **Again, it all comes down to being discovered.** When you’re trying to break into modeling, you need to invest wisely in products and methods that will afford you the most exposure for the least amount of money. That’s where Aranesa can help!

Question: *Should I expect to spend money to break into modeling? Is it true that if an agency or company really wants me, I shouldn’t have to pay anything to get started in modeling?*

Maybe yes, maybe no. Ask yourself this—Do I spend a lot of time vacationing on the beaches of San Moritz or Capri? Do I frequent Paris or New York or Milan? Do I travel regularly to exotic locations and does my circle of friends include wealthy, famous or influential people who are connected to the fashion or modeling industry? Do I possess physical qualities that render me strikingly beautiful, handsome, unique and/or memorable?

If you answered “yes” to all of these questions, then you may be fortunate enough to win an all-expenses-paid trip into the world of modeling. But if you’re not in that elite group of people who are discovered by virtue of how they look, who they are, who they know and/or where they frequent, don’t be discouraged—you’re in good company... along with the majority of others who model. So yes, if you’re one of the few models who are discovered and signed by a famous agency, you will likely spend very little to get started in modeling. On the other hand, if you’re like the majority of people still waiting for that big break, you probably need to get used to the idea of making some type of investment if you’re serious about pursuing modeling.

Realizing a need to make an investment in your own modeling career, the next step is to make sure you spend your valuable time and your hard earned money wisely. Be sure that the decisions you make will get you the “most bang for your buck.” It was with this in mind that Donavon was founded. From the beginning, we wanted to bring quality products and effective methods together in an assortment of affordable packages designed to help the average person get started in modeling. You are marketed and promoted in modeling using your photos, so current, quality photos are a must. Donavon through our network of staff and affiliate photographers, will assist you in obtaining the photos you need. Next, you need a way of promoting your image to as many people as possible—for as long a period as possible. That’s where the Internet and Donavon’s International Model Registry combine to give you unsurpassed worldwide exposure to thousands of potential clients over long periods of time—and all at an affordable price. **Instead of wasting your money on classes and schools and one-shot model searches, invest in the two most important things that will help you get started in modeling—a quality portfolio and a method of promoting your portfolio to the largest number of people over the longest period of time.**

Question: *What types of agencies and clients recruit models from Donavon Modeling?*

Only legitimate agencies and clients with verifiable references and a known track record are placed in contact with our models. These sources include top national and international agencies, photographers, fashion-related companies, and corporate clients from around the world. When we put you in contact with an agency or client, you can be assured that they are reputable and that you are being contacted

for legitimate modeling work. New agencies and clients are continually working with Donavon to acquire new models which continually exposes you to new opportunities for discovery and modeling opportunities. Donavon Modeling places the largest number of leading agencies and corporate clients right at your fingertips—and we make the process of getting work safe, easy, convenient and inexpensive. We also help our models obtain modeling work by making it easy for agencies and clients to access our website and our model portfolios. While we require agencies and clients to complete a brief registration form, we don't charge them registration or membership fees to access and use our website. This is a popular feature which attracts agencies and clients to our service, which in turn, gives our models more exposure and a greater opportunity to be discovered and obtain work.

Question: *What types and quantities of photos will I need for my portfolio?*

Your portfolio is your primary tool used to market and promote yourself in the modeling industry. Its importance and quality cannot be over-emphasized. Here are some guidelines to help you in your selection of photos for your Donavon portfolio:

- **Decide which type of Representation Plan you want.** Each series of plans allows for a different number of photos: 4 photos (1 web page) for the Junior Series, 8 photos (2 web pages) for the Pageant Series, 12 photos (3 web pages) for the Runway Series, and 16 photos (4 web pages) for the Celebrity Series. Decide how many additional web pages you think you may want to add to your plan, allowing 4 photos for each additional web page.

- **Determine how you want to obtain your photos for us to use for your online portfolio representation plan.** You basically have 3 choices:
 - (1) Send us photos you already have, as long as they are of good quality and meet the standards established by Donavon Modeling for display on our website.
 - (2) Use a photographer of your choice to take the numbers and types of photos necessary for the representation plan you have chosen.
 - (3) Take advantage of our negotiated reduced pricing by using the services of an Donavon staff or affiliate photographer to obtain the photos you need. If you elect this option, refer to the Portfolio Development section of our website for further instructions.

- **We recommend that you submit a minimum of 4 photos meeting the following composition criteria:**
 - (1) Close-up portrait shot of your face. Your face should fill most of the frame of the photo.
 - (2) A three-quarters photo from the waist up.
 - (3) A full-length photo with tight or form-fitting clothes that show the definition of your body shape.
 - (4) Photos showing different varieties of attire such as formal, casual, sports, dressy, swimsuit and/or tasteful lingerie for adult female models.
 - (5) Photos showing a variety of backgrounds, settings, locations, lighting, textures and colors that best complement you.
 - (6) Photos showing a variety of looks such as serious, serene, sensuous and fun with differing hair styles and accessories.

- **Adhere to the following style guidelines:**
 - (1) Go lightly on the make-up.
 - (2) Use multiple hair styles, but keep them simple and non-distracting.
 - (3) Use a variety of expressions, but be sure that at least two of your shots are without smiles.
 - (4) Use some accessories, but keep them simple and be sure they don't distract from seeing you and don't monopolize the photo.
 - (5) **You** are the subject of the photo... be sure you are alone in the photo.

(6) Make sure your photos are not blurry and are properly exposed. We need to be able to see you clearly in the photos. It's to your advantage to have the best quality photos possible for your portfolio. Remember, this is how agencies and clients worldwide will see and judge you.

- **Keep these photography techniques in mind.** You can have your photos shot either indoors (with a flash) or outdoors. If shooting outdoors, natural light works great, but remember to use fill flash to light any shadows in the picture. Bottom line: whether you choose indoor or outdoor shots, make sure the photographs are neither overexposed (too light) nor underexposed (too dark). The lighting should be even and at an angle to your face to reveal details of bone structure and skin quality. Extreme shadows or highlights can hide important features that scouts need to see in order to properly evaluate you. If at all possible when taking outdoor photos, be sure to take your pictures during the morning or late afternoon--- not in the direct sun of mid-day. Good backgrounds are white or neutral-colored walls. Otherwise, keep your background simple and uncluttered. The viewer's eye should be drawn to you (the subject) and not the kitten in your arms or the sunset behind you. Don't forget that you are the subject, so be sure that **YOU** fill most of the frame of the photograph. Even for your body shots, have the photo shot as tightly as possible, so that your head is near one edge of the photo and your feet near the other edge.
- **Above all, remember that your photos should be of the highest quality possible and your online portfolio should consist of as many photos as possible.** The more photos you use, the more variety of looks you present to scouts and clients. And the more looks that you present greatly increases the probability that a scout or client will see a look or a quality in you that catches their eye.

Question: *What should I know about having a photo shoot?*

Your photo shoot is the most important aspect of becoming a successful model. If a model doesn't have good photos then his or her ability to succeed as a model becomes much more difficult. Many great models have had poor photo shoots and as a result have enjoyed less success in their modeling career because of it. We have heard many models relate bad experiences about some of their photo shoots from companies that didn't care about the model's success. It's important to realize as a model who you are shooting with and what your objectives are. Following are some important factors to consider:

- **The photographer's shooting style.** A look at our model portfolios will reveal several different styles of shooting. As a model it's not only important to shoot with a photographer that shoots models for a living, but shoots in a style that you're comfortable with and is good at it. You will often obtain the best results from photographers who specialize in model and fashion photography. That is not to say that a wedding or portrait photographer won't give you good results, it only means that you need to be sure that you're going to get the results that you're expecting. Ask questions and ask to see a photographer's work. A good photographer will be able to give you suggestions and advice as to what market niche best suits you as a model. He or she will also be able to advise you if you need to lose weight, cut or color your hair, as well as help you understand your body by suggesting the best ways for you to pose and how to pose to best compensate for any deficiencies that you might have.
- **The model's shooting style.** Your style depends on your look and the market you are trying to get work in. If you are young and tall and have a high fashion look then you need to shoot high fashion/editorial. If you are short and older then you need to be shot commercially. If a model shoots the wrong style for the wrong market, then that model won't be working very much! Always ask to see the photographer's book. Every professional photographer has a portfolio of models he has shot. Once you have found the right photographer then you should talk about how you need to be photographed. Find examples from magazine ads that fit your style and market and show the photographer what you need.
- **The make-up artist and hair stylist.** The make-up artist and hair stylist are important players in your photo shoot. That is not to say that you won't have a successful shoot without them, but their talents will go a long way to making a good look into a great look. Whenever possible, try to ensure that these talents are represented in some way either at your shoot or in your preparation for your shoot before you arrive.
- **Expectations from your shoot.** Most photographers shoot from 3-5 looks and use approximately one roll of film for each look. Your make-up should be retouched for each look or outfit change. Many shoots are done in color slide film; however, shoots are also done in color and B&W print, as well as digital. Numerous arrangements govern what the model gets from the shoot. In most situations, the model pays for the sitting (or shooting) fee, as well as a set number of photos from the shoot. These are most often in the form of either prints or a digital CD. The portfolio development packages offered by Donavon are designed to provide our member models with the numbers and types of photos they will need for both their portfolio and their website representation plan. Don't do a shoot with other models. Most group shoots are done by companies that are more interested in your money than achieving quality results. Photographers and companies that are interested in quality will shoot no more than 2 to 3 models in an entire day. A photo shoot should take from 1-3 hours or longer depending on the location and the number of looks and wardrobe changes. Your shoot may include location shooting, studio shooting or a combination of both. If your shoot incorporates location shooting, never go anywhere with anyone that you're not comfortable with. Always tell someone where you're going and who you're going to be with—and keep your cell phone with you at all times. If you are ever confronted with a situation that you are uncomfortable with, politely excuse yourself and leave at once. While Donavon does its best to screen those photographers we recommend, we can make no guarantees concerning your safety or security. There's no substitute for caution and common sense.

