

Voicing Animation And Videogames Class Notes

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presents
Voicing Animation and Videogames
Created by David H. Lawrence XVII

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This is an Art class.
It's all about the storytelling.

Art
The skill of **storytelling** how to voice characters, animation and narration. It's where almost all other voice over classes stop.

Commerce
The **business** of the business. How to attract customers, how to create their pay words, how to fill their needs, and how to price your services and collect your fees.

Science
The **technology tools and digital skills** needed to create and execute voice-over practice. The science is about changing.

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Here's the plan for class.

Introduction
Acknowledging the challenge of animation and videogame work.

Lesson 01
The marketplace and categories of animation and videogames.

Lesson 02
The building blocks used to create your characters.

Lesson 03
Amplifying your character choices and creating your demo.

3 Or More Things To Explore
Your homework and other actionable items.

Questions and Answers
Save your questions until the end, then fire away.

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Voicing Animation And Videogames Class Notes



Introduction
Acknowledging the challenge of animation and videogame work.

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Animation and Videogames: a marathon, not a sprint.
Getting work in this space is the biggest challenge you'll face.

- +** **Everybody grew up munching daily on cartoons and videogames.**
Saturday morning, after school, late at night. Later, on whole channels devoted to the art forms.
- +** **Everybody wants to work in animation and videogames.**
The number one reason people give for being interested in learning VO is that they do cartoon voices.
- +** **Geographic desirability is actually pretty important.**
The production centers of the world are where you need to be. That's where the celebrities are.
- +** **Celebrities get a lot of the high paying, high profile work.**
Want to be the next Disney princess or videogame star? It will help to become a celebrity first.

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Lesson 01
The marketplace and categories of animation and videogames.

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// The markets:

- Networks and cable
- Video games
- Children's content
- Dubbing
- Faith-based
- Online animation sites
- Animatics
- and more...

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// The categories:

- Animation/Cartoons
- Casual videogames
- MMOGs
- Apps
- Anime
- And more...

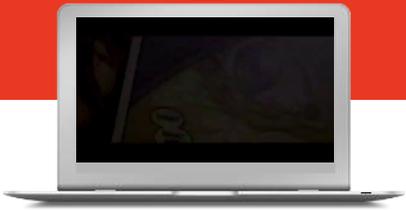
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What probably brought you here: classic cartoons.

This is what most people mean when they use the term "animation."

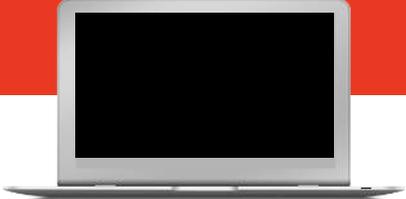


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One other growing category: explainer videos.
Straddling the styles of animation and news/information products.



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“ You are a customer as well:
Create your own animation or videogame content! ”



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Four places you can create your own animation content.
It's getting easier and easier to do your own thing.



PowToon
<http://powtoon.com>

XTRANormal
<http://xanormal.com>

DoInk
In the App Store

Moovly
<http://moovly.com>

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Lesson 02

The building blocks used to create your characters.

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Channel the child in you.

To create awesome characters, lose your adult limits.
Forget the regimentation of adulthood, and create new rules.

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Four things to do to amplify your characters.

Keep these four constants in mind as you create your persona.



- Raise the stakes**
Make sure that what the future holds and what your character wants are vital and powerful.
- Nothing is sacred**
Until the producer says stop, keep looking for new things to try for your character.
- Find the funny**
Every single character and situation has either comedy or comedic relief. Find it and mine it for all it's worth.
- Time to improvise**
Take advantage of all that improv training you got and apply it to the scene.

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Use that voice and your body as soon as possible.
Standing still and speaking in your own voice? Not this time.



Speak as the character ASAP.
As soon as you can, start speaking with all the attributes of your character. Know that it will change over time.

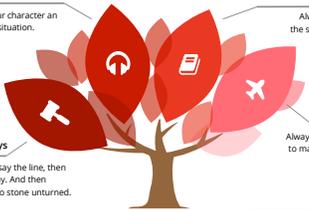


Use your body.
Physical movement is echoed in the voice. You can hear stress and emotion in your lines.

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Play, play, play.
Viola Spolin created the Theater Games exercises. In a nutshell, play.



Think "What if..."
Give your character an absurd situation. Discuss.

Serve the story
Always make choices that serve the story. Don't be outlandish just to be outlandish.

Match the picture
Always paint your character's voice to match the image on the screen.

Find other ways
Look at the line, say the line, then say it another way. And then another. Leave no stone unturned.

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Lesson 03
Amplifying your character choices and creating your demo.

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Refining your animation/videogame performance. 19

Max out on the opportunity to make an impact with your choices.

Go bigger.
He's not just a rooster, he's a badass Southern rooster.

Go deeper.
The love she feels isn't half hearted – it makes her a stalker.

Go stronger.
He not only saves the world, he's introspective as he does it.

Heighten the contrast.
She wants him to know her secret identity, but it would be too dangerous.



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Draw from history and current events:
Help the audience identify with your character. What show inspired the Flintstones?

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You might be asked to voice other parts. 21

The principal characters aren't the only things for whom you may be asked to step up to the mic.



01 Atmosphere
There are minor characters that make no material difference to the project.

02 Crowd ADR/Walla
There will be scenes (battles, parties, outdoor and indoor events, sports etc.) that require voicing to make real.

03 Efforts
Grunts. Groans. Attacks. Death. All in a day's work, but protect your voice.

04 NPCs
Or non-playing characters. They may be passersby, other cops on the takedown, battalion members with no lines.

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Modern animation: it's all too real. 21

Gone are the days of Mel Blanc and June Foray. Today, everything is taken from real life. Here are two examples.



The old days

Animals were smart (for the most part), and had personalities. Humans were the comic foils.



Modern times

No presentational style, just recorded reality.

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Your animation/videogame demo. 22

Here are four things to remember when putting together your masterpiece.

Hire a producer for this demo.
A producer who understands animation. Like Trevor.

Like all demos, immerse the listener.
Your demo should include music and animation sound FX.

Length: 1 minute, with many clips.
12-20 clips. Your demo needs to show range and creativity.

Show off accents, dialects and characters.
Unlike other demos, here's your chance to stretch.



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3 Or More Things To Explore
Your homework and other actionable items.

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3 or more things to explore.
Take what you've learned, explore and learn more, then put that all to work.

- + Watch examples: Cartoon Network, Disney XD, Adult Swim, FOX etc.
- + Practice copy by amplifying your choices and turning up the heat.
- + Watch for opportunities on Voice123 and other sites to voice explainer videos.
- + Work with Trevor to make your animation and videogame demo.

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Questions
Fire away. Or send them to david@vo2gogo.com.

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☕
Pick a clip to record.

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