



Professional Modeling Program

The Julie Nation Professional Modeling Program is a state-of-the-art 40-hour training program encompassing all major phases of modeling. The goal of the course is to bring each model to an ideal level of professionalism in photography and fashion show runway modeling. Each session is limited in size, allowing excellent individual attention. Our goal is to prepare new models for career opportunities in the modeling profession through exposure to top model and talent agencies, as well as local employers. Our workshops are a unique style of interactive teaching that brings out the best in each individual. The skills obtained through Julie Nation programs will equip a student for life. Students will gain the confidence and composure to handle life's challenges and meet the entertainment world with a fresh, confident attitude, positive self-assurance, and professionalism.

Professional Modeling Program Includes:

- * 40 hours of instruction
- * Year-round special events, including fashion shows
- * Registration for the Julie Nation Career Management Department
- * Potential paid and volunteer opportunities
- * Periodic free refresher classes, and reduced rates on seminars with industry professionals hosted by Julie Nation Academy
- * Five headshots and full-length photo shoots and Julie Nation portfolio book
- * Career Launch Workshop

Professional Modeling: Brief Course Outline

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| * Personality Development | * Fashion Show Runway Modeling |
| * Health & Fitness | * Trunk Shows & Retail Modeling |
| * Skin Care Analysis & Techniques | * Promotional Modeling |
| * Professional Cosmetic Techniques | * Portfolio Preparation & Development |
| * Hair-Care & Styling | * Photo Posing |
| * Wardrobe & Styling | * Photo Shoots |
| * Professional Attitudes & Responsibilities | * Agency Procedures |
| * The Art of Communication, Social Success, and Etiquette | * Television Commercial Workshop |
| * Visual Poise Workshops | * Auditions & Go-Sees |
| | * Graduation Fashion Show |

The Professional Modeling Program is divided into two sessions: Session I – Fashion Show Runway Modeling and Session II – Photography, Print, and Portfolio.



In-Depth Class Description

Personality Development

These sessions are designed to help build self-image and confidence. Self-acceptance, positive thinking, and increased self-confidence are cornerstones to the entire program experience. The use of creative visualizations as a reference tool is often used. Job interview workshops are also included as an aid in learning professional presentation.

Health, Fitness, and Figure Control

Knowledge of nutrition and figure control is vital to good health, self-confidence, dignity, and grace. Exercise and healthy eating is the primary way to achieve any figure goal. The school's aim is to compare and contrast different nutritionist's theories, hence compiling a personal philosophy suited to each individual. Exercises and aerobic workshops are included.

Skin Care Analysis and Techniques

Skin types are analyzed and an appropriate cleansing program recommended. Biology of the skin and comparison of products included. An appreciation of nutrition and health as an irreplaceable element in one's beauty program is emphasized, and personal plans are suggested. Eyebrow maintenance and shaping is also discussed.

Professional Cosmetic Techniques

Application of cosmetics and their appropriate uses are the objectives of these workshops. The sessions include color analysis for skin types, foundation, blush, contouring, highlighting, mascara, eye shadow, lip liner, manicuring, as well as understanding the use of application tools. Make-up appropriate for photography and runway appearances is covered. Students will learn the appropriate techniques to achieve either formal or informal looks.

Hair Care and Styling

The condition and type of each student's hair is evaluated and daily care recommendations are made. Hair products are described in relation to their purpose and best use. Each student has his or her face shape defined, and hairstyles recommended accordingly for both current and future styling decisions—including job interviews, runway, and photography "looks." Includes exploration and mastery of a variety of current casual, daytime, and business styles, as well as formal styles. Flexibility in look is stressed along with suitability for particular moods and fashion.

Wardrobe and Styling

This session begins with finding the right colors and tones of clothes for the student, which depends on their skin and hair color. A variety of current casual, daytime, business, and formal styles are explored. Particular moods of fashion are also discussed and studied. Current fashion trends will be analyzed and put into perspective in relation to each individual's body type.



Professional Attitudes and Responsibilities

A broad range of topics are covered to enhance the individual's perception of professional behavior. Habits and attitudes are important in the field of modeling and will be evaluated. Other areas include use of composites, portfolios, resumes, personality, modeling interviews, on-the-job behavior, and knowledge of the field and job opportunities.

The Art of Communication, Social Success and Etiquette

Communication skills are emphasized as they apply to successful professional presentations. The tools of good speech are studied; breathing techniques, pronunciation, inflection, gestures, facial expressions, vocabulary choices, and emotional projection are all included. Peer group pressures, establishing one's value system, confidence in being an individual and making one's own decisions are some other topics discussed. Etiquette is very important in any business and in life. Your personality and manners that can help you excel in any career are reviewed.

Visual Poise

Posture, proper carriage, and body language are taught for each student to apply to their personal life as well as professional situations, such as job interviews. In addition to providing inspiration for creating healthy posture habits, these workshops demonstrate the effect positive body language has in presenting oneself to others, including stage presentations, social situations, and public speaking opportunities. The beauty of feeling in control of one's physical movements in daily habits, such as how to sit properly, getting in and out of cars, entering and leaving rooms, are practiced in a light-hearted but meaningful manner. Each student is encouraged to be comfortable with new posture and body language habits.

Fashion Show Runway Modeling

Fashion Show Runway skills are taught for the many creative venues that fashion shows desire. "California Commercial" types of shows require models of all heights, sizes, and ages, both male and female. These shows include mall shows, opening of businesses' shows, charity and benefit fashion shows, to name a few. High fashion runway modeling skills are taught for designer and market week shows, which take place in San Francisco, Los Angeles, New York, and major markets such as Paris, Milan, and Tokyo. As modeling skills are universal in the fashion industry, local and international runway settings are practiced and students are prepared for all auditions. Specialty shows are also included in training such as for Bridal shows, informal modeling, and theatrical shows, such as Macy's Passport shows. Julie Nation training includes American and European runway turns, individual and group choreography.

Trunk Shows and Retail Modeling

In these situations the model must both show the garment and communicate information about the garment in a store, showroom, or tearoom on a one-on-one basis. This requires general and specific knowledge about clothing and effective communications, both of which are emphasized in our classes.



Promotional Modeling

Students are taught how to display products or ideas at events such as trade shows, conventions, sales meetings, or other similar occasions. They will learn how to communicate effectively by choosing a wardrobe, hairstyle, and make-up that represents the product professionally.

Portfolio Preparation and Development

Students will be taught techniques on how to put together a working portfolio. The use of live photographic test shots and the results are incorporated into a portfolio for use in interviewing with agencies and/or potential clients.

Photo Posing and Techniques

Students will demonstrate a mastery of a variety of poses portraying different moods; standing and with sitting props; body and facial movement and alignment. Two complete changes (including hair, make-up, and clothes) used for a practice photo shoot will be brought to class. This will create ideas for looks and give the student the confidence needed to shoot with a professional photographer.

Agency Procedures

To advance one's career in modeling, a thorough understanding of agency registration and procedures is needed. Labor laws, work permits, and contracts are reviewed. The role of agents and managers in the entertainment industry are discussed, as well as procedures for the Julie Nation Career Management Department. The composition of the resume is accomplished. Students in class perform mock agency interviews with an agency director.

Television Commercial Workshops

On-camera performances and critiques prepare the model with introduction to script reading and audition skills. The student uses actual TV commercials, and voice development skills are reviewed. Auditioning techniques and cold reading skills are discussed.

Auditions and Go-Sees

The students will be taught how to handle a variety of audition experiences. The importance of good communication, being prepared and properly dressed will be analyzed.

In-House Fashion Show

Models demonstrate the knowledge and skills they have learned by planning, organizing, and performing in a fashion show to which their families and friends are invited. The show will prepare them for fashion shows they will be invited to perform in year-round. Some of these events are mall fashion shows, our annual Julie Nation Academy Showcase, and Dinner and Graduation Show. This is also excellent to list on the student's resume for agents' review.