



## Uses of Voice on Film

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Voice Actor

Viewfinders Club  
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## Dana Marks, Voice Actor

- Voice over narration for
  - Radio and TV commercials and PSAs
  - Videos
  - Telephony applications
- Former Silicon Valley Software Marketing Executive
- Home studio – Alesis microphone, Digital Performer

## Agenda



- ⇒ **Engagement, Learning and Storytelling**
- ⇒ Voices on Film
- ⇒ Examples
- ⇒ Techniques for using Voice
- ⇒ Voice Acting

## Engagement



**“We Learn . . .**  
**10% of what we read**  
**20% of what we hear**  
**30% of what we see**  
**50% of what we see and hear**  
**70% of what we discuss**  
**80% of what we experience**  
**95% of what we teach others.”**

--William Glasser, M. D. Psychiatrist from Ohio

## Learning



- Three learning types:
  - Visual
  - Auditory
  - Kinesthetic
- “A person needs to hear new information at least three times before it registers into his/her mind for immediate recollection”
- Some will imprint it the first time
- Some will never learn it by hearing it and must see it as well to imprint it
- Some learn through doing
- Everyone is different

## Storytelling



- Types of storytelling
  - Showing – visualizations that tell your story
  - Telling – narration
- 1895 – 1926 – Silent Film
  - Storytelling was visual through actors and intertitles
- 1927 – Present – Sound on Film (Talkies)
  - New ways to present the story through dialog and music

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## Roles for Voice Actors



1. Instructor
2. Real person
3. Spokesperson
- 4. Narrator**
5. Announcer

## The Role of the Narrator



- Set the scene
- Introduce the characters
- Present expository information
- Comment on the events and characters that can't be shown through action and dialog
- Report the inner life and feelings of characters

## The Role of the Narrator



- First Person
  - Actional participant in the story
  - Observer
- Third Person
  - Objective narrator
  - Omniscient
    - outside the story
    - unburdened by time or place
    - authoritative and anonymous
  - Omniscient with Limited Scope
- Inner Narration (thinking or reading)
- Unreliable Narrator – Obvious, deceptive, or retrospect

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## Examples of Narration



- Newsreels – *March of Time, Pathé News*
- *Star Wars* – “A long time ago in a galaxy far, far away”
- *The Artist* – Third person intertitles
- *Dragnet* – “This is the city ... Los Angeles, CA”
- *Naked City* – “There are a million stories in the Naked City ... this is just one.”

## Examples of Narration



- *The Wonder Years, To Kill A Mockingbird, and Titanic* – First person historical
- *Arrested Development, Casablanca, and Dr. Strangelove* – Third person
- *March of the Penguins* – Third person Voice of God
- *The Assassination of Jesse James by the Coward Robert Ford* – Third person summarizing deleted scenes

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## Voice Over Techniques



- Character Device
  - Movies – Ishmael narrates *Moby Dick*, Joe Gillis narrates *Sunset Boulevard*
  - Animation – Bring characters to life with voices and personalities
  - Radio Shows – *The Lone Ranger*, *Our Miss Brooks*, *Fibber McGee and Molly*, *Duffy's Tavern*
- Creative Device
  - Part of the story-telling experience (*Citizen Kane*, *Naked City*, *Annie Hall*, *Take the Money and Run*, *Casablanca*)
  - Can be used to bridge scenes cut from the story

## Voice Over Techniques



- Educational or Descriptive Device
  - News
  - History Channel, Discovery Channel
  - Game Shows
- Commercial Device
  - Advertising
  - Branding
- Translation
  - News
  - Foreign films
  - Redubbed animation



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## Types of Work for Voice Actors



- Product demo videos
- Educational videos
- Audio books
- Healthcare patient tutorials
- Hotel channels
- Airport announcements
- Retail store announcements
- Documentaries
- Looping/ADR/Walla
- Dubbed films
- Animation
- IVR Voice mail
- GPS
- Self checkout
- Toys and games

## Submarkets for VO



- Radio and TV Commercials\*
- Non-broadcast VO – Corporate and Industrial\*
- Audio books
- Movie trailers
- Medical narration
- TV Promos
- Telephony\*
- Animation
- Video games/interactive
- E-learning\*
- Foreign language
- Local TV spots\*
- Political spots
- Event announcers

## Thank You!



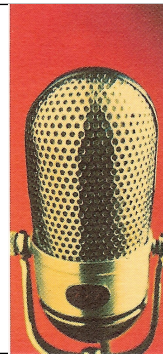
### Dana Marks

Voice Actor




*A voice for all your needs*

Commercial – Industrial  
Podcasts – Narration  
Telephony – Announcing

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