

CAREER ACTION PLAN

CREATIVE INDUSTRIES

ADPA6004

Aimee Villis (2404303)

AI ACNOWLEGMENT

I confirm that I have not presented any AI generated text as my own work. I confirm I have copies of my drafts, notes, and other resources I used before, and after the use of AI tools which I may be asked to provide in evidence.

INTRODUCTION -

The career path I have chosen to go down is an actor/general performer. My main focus will be acting for stage and screen as I feel that it is my strongest skill, and something I have the most passion for, however, I still want to explore other theatre styles. I also feel confident that this is a strong choice for me, as I have received positive feedback on my acting skills throughout my modules. One example of this was my feedback from an Acting through Musical Theatre module that I completed, 'You Demonstrate an advanced application of acting techniques, showing instinctive, full-bodied, and committed performances. Your ability to respond to direction and enhance your work following notes reflects a high level of adaptability and professionalism.' (WAVDA 26). Throughout my career, I also hope to continue utilising my singing and dance skills alongside my acting, as I want to be seen as a versatile performer, and avoid putting myself in a box, which will hopefully lead to further opportunities in the industry. This essay will cover, a self-assessment, industry research, my SMARTIE goals, and barriers and solutions. My hopes for this action plan are to create a clear step by step process to refer to after I graduate university, as freelancing is unpredictable, and may become overwhelming.

SELF ASSESSMENT -

SWOT ANALYSIS

Strengths	Weaknesses
Trained in the most common styles of dance	Self-Promotion
Can take critical feedback with a positive attitude	Confidence
Good punctuality	Lack of experience in paid/professional theatre jobs
Understanding of the industry	Portfolio needs to grow
Opportunities	Threats
Young and up coming	Competition in the industry
Networking with people met through university	Travel prices for auditions
Social media being easy to access and contact people in the industry	No consistent daily training
Exposure to audiences and new people through shows arranged by familiar dance companies	Big changes in the industry with casting directors only casting celebrities and influencers

My training outside and inside of education regarding musical theatre has given me a strong technical foundation in all three disciplines, singing, acting and dancing. However, as shown in my strengths and weaknesses table above, I have gained the most experience in dance, with 12 years of ballet training, completing RAD exams from the age of 6. Prior to coming to university, and studying a BA in musical theatre, I had little experience in singing and acting but have now gained skills in both disciplines to a high standard. My main passion lies in acting, and I want to further refine my skills during my remaining time at university and out, through taking classes and workshops, as I still have a lot to learn when it comes to different techniques and practitioners. I also want to build confidence within myself and my ability, as I feel that my lack of is going to hold me back when I graduate university.

One of my strengths, as shown in the table above is professionalism, specifically in a rehearsal room. This includes my punctuality, adaptability, behaviour and how I interact with my peers and tutors. This was shown in my acting through musical theatre module feedback, regarding the musical we worked on, titled, 'I love you you're perfect now change.' As stated by one of my tutors, 'You demonstrated excellent preparation and a highly professional attitude throughout the process. Your readiness to engage and positive presence in the rehearsal room contributed significantly to a productive working environment.' (WAVDA 2025) This is something that I hope to carry with me on to any professional jobs I may do in future, as I want to show the best version of myself, and be perceived as an easy, collaborative person to work with.

A weakness for me as indicated in the table above is self-promotion. Self-promotion is extremely important as in today's digital age, the art world is more connected than ever before. The internet has made it possible for artists to showcase their talents on various platforms, making the industry more competitive than ever. Self-promotion allows you to stand out from the crowd, grabbing the attention of potential fans, collaborators, and industry professionals alike. (OBrien, 2023) I understand the importance of self-promotion as a performer; however, I have struggled with the confidence to put myself out there. I often worry that by sharing the wrong material or videos of myself that I may be judged negatively for not being talented enough by industry professionals and end up doing more harm than good. To help with this mindset, I need to focus on progress and not perfection, and seeing myself as a business, instead of making everything personal.

Through evaluating my skills, I am close to being at industry standard. My main point of improvement is self-confidence, as I feel it affects me in many aspects of my training, not only the performance side. I feel it holds me back when promoting myself and networking, which are two very vital things when wanting to work in the industry. I want to have the confidence to be able to make an impression when auditioning and talking to influential figures in the industry, as who you know can be just as important as what you know. Casting directors have fantastic memories and will keep actors they've met

in mind for future roles. (Raymond, 2023) As mentioned previously, I have strategies in place that I will input into my training such as focusing on progress and not perfection and seeing myself as a business, in order to gain the confidence, I need to succeed.

INDUSTRY RESEARCH

The acting industry is constantly evolving and changing, with new trends surfacing, allowing actors to break through into the industry in fresh and unique ways. One of these trends being technology. Acting jobs within motion capture are growing rapidly, being seen on film screens and video games. The global motion capture market is expected to nearly triple from \$300 million in 2024 to over \$847 million by 2032. (Bradley, 2025) meaning the employment rate for actors will likely increase greatly over this period. As the industry is rapidly growing, training in motion capture can make an actor more employable, as the skillset required to do so is so wide. the motion capture process forces actors to truly understand their physical instrument: their body language, posture, movements, and how to exaggerate or adapt them for different characters. This spatial awareness is beneficial for traditional on-camera acting as well. You simply become a more well-rounded, physical performer after motion capture training. (BIMM University, 2024) Some UK drama schools that offer motion capture courses/modules include, The Royal Central School of Speech and Drama, Royal Welsh College of Music and Drama, Performers College, London Academy of Music and Dramatic Art and East 15. Performers College states, 'It seems that motion capture is becoming one of those core foundational skills that virtually any actor today needs exposure to and training in, similar to basic dance, stage combat, Shakespeare.' (BIMM University, 2024)

As of 2025, showreels have become a growing thing. Casting platforms have revealed that showreels are now requested in around 70% of casting calls, especially for lead or principal roles. The demand for new content is at an all-time high, and with more TV shows commissioned in August and September 2024 than in any period since 2021, the coming year is projected to be ripe with opportunities. This trend makes 2025 a promising year for actors across the UK, particularly in London and other major production hubs. However, with the increase in roles comes an equal rise in talent vying for them, and without a showreel, actors' risk being immediately overlooked. (Actors Studio, 2024) In terms of what casting directors are looking for, one clear casting trend has emerged across dramas, commercials, short films, and streaming series: directors are increasingly seeking *everyday naturalism* from actors. This shift toward raw, grounded performance is reshaping auditions, self-tapes, and even the type of showreels that casting professionals prefer. (Neon DreamScape.store, 2025) Recently, there has been an audience demand for characters who feel relatable and human. This has influenced writers, directors, and casting directors. (Neon DreamScape.store, 2025)

From this research, I have found that my skillset mostly lies within what casting directors are currently looking for. I am a naturalistic actor, who enjoys finding depth and rawness to my characters. I would however, like to experiment with motion capture, as it is something that interests me, as I enjoy the physicality aspects of developing characters. Having this skill would make me more employable and expand the range of jobs available for me.

CAREER GOALS

SMARTIE GOALS

Goal	Measure of Success	Deadline	Impact/Purpose
Find an agent	Amount of applications submitted (at least this number)	Jan 2027	Higher chances of being employed and getting jobs
Create a Spotlight account	Spotlight account fully set up for casting directors to see	Sept 2026 (sooner) (now)	Gets me seen by employers around the UK efficiently
Audition for a master's degree in acting	Get accepted and train for another year	August 2027	Expands my knowledge on acting, making me more employable
Create a professional musical theatre Showreel showcasing my skills	Showreel gets engagement and gets shared with agencies and casting directors	January 2027	Easily visible and increases employability
Begin to learn the Welsh language	Being near fluent in Welsh	March 2027	Increases the number of jobs available for me
Work on 3 professional/ paid jobs	Gain skills and get seen in the industry	June 2030	Provides an income & allows me to Network

SHORT TERM GOALS

My main short-term goal is to sign up for a spotlight account. Spotlight is a casting website in the UK and is used to cast a variety of projects. From smaller projects to famous TV shows and feature films, Spotlight is more or less used by everyone including some of the biggest casting directors as it is considered industry standard. New roles are posted on there every day. (IPM ACTING ACADEMY, 2024) The objective of this goal is to gain access to professional auditions and give employers easy access to my casting information. I want to take a year out of education before I apply for master's courses to build my skills further, So I also believe that using spotlight to

audition and get myself out there will benefit me greatly. I want to achieve this goal by September 2026, as I would have graduated university by then, and want to take a step forward in my career. To achieve this in the timeframe I have set for myself, the next steps I need to take will be to research further into the website, looking at what information I need to input into my profile, and what the entry requirements are. I would also need to make sure my headshots are up to date, and that I have created a professional showreel. A showreel allows actors to present their best performances in a concise and impactful manner. It offers a glimpse into their abilities, capturing their range of emotions, versatility, and acting skills. By carefully selecting scenes that highlight their strengths, actors can create a compelling showreel that leaves a lasting impression on casting directors. (Aire Street Studio Leeds, 2023) To measure the success of this goal, I will assess how many jobs I have booked, and how many networks I have created with people in the industry.

MID TERM GOALS

My medium-term goal is to be accepted into a master's course in acting. For many performers, a postgrad degree is a way to stay competitive in the industry and develop other creative career options. With new trends and techniques constantly emerging, advanced training can help you stay ahead. It's also a great way to differentiate yourself from others. (Italia Conti, 2025) The aim for this goal is to receive further training and learn from a variety of different professionals currently and previously in the industry to keep my skills refined and my knowledge of a suitable standard. When choosing a BA course, I went down the musical theatre route, but soon discovered that my passion lied in acting, so I believe that further training will be beneficial to me. I would like to achieve this goal by August 2027, to then begin training in September 2027. The next steps I need to take in order to accomplish this goal would be to research into what courses interest me, and which ones I feel would benefit me the most, going from musical theatre into straight acting. In the year leading to my auditions, I aim to attend acting workshops and short courses around the UK to refine my skills and provide me knowledge on different techniques and practitioners. Some places include, RADA, Bristol Old Vic and The Oxford School of Drama. When measuring the success of this goal, I will look at how many master's courses I got accepted on to, and the skills and knowledge I gained from my chosen one.

LONG TERM GOALS

My long-term goal is to secure three professional acting jobs, whether that be on stage or screen. These jobs will hopefully not only provide me with a stable income doing what I love, but hopefully also build my skills and network while doing so. I am hoping to work on a variety of different jobs, ranging from genres such as contemporary theatre, classical theatre, tv and film, body doubling etc, as to not limit myself in the industry. Each genre and style demands a tremendous skill level from you as an actor, yet we're

told this is what being versatile entails, and *that's* the job of an actor. (Backstage.com, 2015) My aim for this goal is to establish myself as a professional actor and to successfully transition from a student to a working professional in the industry. The next steps to achieve my target are going to be, finishing my training, creating a spotlight account and looking for an agent, and auditioning as much as I can. One of the most important steps an actor can take to hone their craft and stay marketable is to audition regularly. Auditioning allows actors to refine their technique, refine their characters, warm up their delivery, and remain top of mind with casting directors. (Vancouver Academy of Dramatic Arts - Creating Artists, 2023) To make sure I achieve success during these auditions, I need to make sure I go into them well prepared and well researched, making sure I have a clear understanding of the show and character I am auditioning for. This will show that I am a well-prepared actor. To measure the success of this goal, I will overview how many professional jobs I have booked and their status.

BARRIERS AND SOLUTIONS

Most actors face challenges when working in the industry, one of them being injury, as shown in the table below. Injuries in the performing arts may be detrimental to both the individuals involved and the companies with which they work. For example, the loss of a lead actor will have financial implications if she or he is a big attraction for audiences, or a performance limited by injury may affect the reputation of the show (Gale.com, 2026) As performers, we need to take care of our bodies to insure injuries are avoided as much as possible. Doing things like, vocal and physical warmups and resting are all very simple but important steps to make sure the body is kept in good condition.

Another barrier that I personally struggle with as a performer is organization and time management. These skills usually slip when I have a lot to focus on, things like auditions, scripts, productions, university work etc. To overcome this, Spotlight suggests that You can start by creating a spreadsheet or using a fresh notebook to record all your acting admin. Include information like subscriptions, finances, contact details, measurements for castings, etc – anything that relates to acting. (Johal, K.) This is helpful as it puts everything into one place and is easy to access at any time.

CONCLUSION

In conclusion, this action plan has created a clear direction for me to go in when pursuing a career in acting. I have reflected on my skillset as well as areas that I need to improve on, to ensure that I have the best chance possible of making it in the industry. I have created short-, mid- and long-term goals for myself, which will motivate me in future and support my development from a student to a working performer. I have gathered research and discovered recent trends within the industry, to make sure that my skillset aligns with what casting directors are searching for. Overall, this plan

provides a structure for me after graduation. I will continue training, and developing my skills, and will follow this plan to ensure I succeed in the industry.

BIBLIOGRAPHY

Obrien, M. (2023) *The Power of Self Promotion for Performing Arts*, Creative Edge Coaching. Available at: <https://creativeedgecoaching.com.au/the-power-of-self-promotion-for-performing-artists/>

Raymond, N. (2023) *How to Network as an Actor*, Spotlight. Available at: <https://www.spotlight.com/news-and-advice/the-essentials/how-to-network-as-a-performer/>

IPM ACTING ACADEMY. (2024) *Spotlight 101: What Every Aspiring Actor Needs to Know*. Available at: <https://www.ipmaa.com/ipm-blog/spotlight-101-what-every-aspiring-actor-needs-to-know>

Aire Street Studio Leeds, (2023) *The Importance of a Showreel for Actors*. Available at: <https://www.airestreetstudioleeds.co.uk/blog/a-showreel-for-actors>

Italia Conti, (2025) *Why a Postgraduate Course in Performing Arts Could be Your Next Step*. Available at: <https://www.italiaconti.com/why-a-postgraduate-course-in-performing-arts-could-be-your-next-step>

McClanaghan, N. (2015) *What Makes You Versatile?* Backstage. Available at: <https://www.backstage.com/magazine/article/makes-versatile-8774/>

Vancouver Academy of Dramatic Arts, (2023) *The Benefits of Auditioning Regularly*. Available at: <https://vadastudios.com/2023/04/24/the-benefits-of-auditioning-regularly/>

James, A. and Lazarczuk, S. (2019) *Epidemiology of Injuries in Westend Performers*. Gale Academics. Available at: <https://go.gale.com/ps/i.do?id=GALE%7CA607543392&v=2.1&it=r&u=walamp&p=AONE&aty=shibboleth>

Johaal, K. (2025) *A Performers Guide to Getting Organised in 2025*. Spotlight. Available at: <https://www.spotlight.com/news-and-advice/the-essentials/how-to-get-organised-as-an-actor-in-2025/#:~:text=Organisation%20is%20a%20balancing%20act,energy%20%E2%80%93%20especially%20during%20busy%20times.>

Neon Dreamscape. Store. (2025) *2025 Casting Trends: Embracing Everyday Naturalism*. Stageonetalent. Available at: <https://www.stageonetalent.co.uk/2025-casting-trends/>

Actors Studio. (2024) *Why a Standout Showreel is Essential for UK Actors in 2025: Your Key to Landing More Roles*. Available at: <https://actorsstudio.co.uk/why-a-standout-showreel-is-essential-for-uk-actors-in-2025-your-key-to-landing-more-roles/#:~:text= Casting%20platforms%20have%20revealed%20that,actors%20risk%20being%20immediately%20overlooked.>

BIMM University. (2024) *The Future of Acting: Why Motion Capture is a Must Have Skill*. Available at: <https://blog.bimm.co.uk/the-future-of-acting-why-motion-capture-is-a-must-have-skill>

Bradley, S. (2025) *How to Break Into Film and TV With Motion Capture*. Available at: <https://www.castingnetworks.com/news/how-to-break-into-film-and-tv-with-motion-capture/>

