

## DEMO REEL PRODUCTION

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### Project Revision Specifications:

In preparation for putting together your demo reel, one of the first tasks you have before you is to assess the overall strengths and weaknesses of your own work. Some questions to think about are:

- *What type of position within the industry are you looking for once you graduate?*
- *What type of work do you enjoy doing?*
- *What do you really excel at?*
- *How are other designers in your specific field presenting their work?*

Based on your specific interests in your field of study, your goal is to select **at least 4 older animation / modeling projects** you have already completed and revise them for inclusion on your demo reel. Your work should exude **professionalism, mastery** and **include a visual breakdown of your process** (work flow).

For **each** project to be revised, you will:

- 1) Gather *all* of your process work (concept sketches, references, snapshots of your work in various stages of assembly).
- 2) Make a detailed list of the fixes and revisions you plan to incorporate (**you must choose at least 4 items to fix**) for each project.
- 3) Professionally and concisely organize your work onto an 11" x 17" layout (you may use between three to five pages per project) that **clearly** document the **progression** of your project, from start to finish.
- 4) Be able to professionally discuss your process work using terminology specific to your field of study.

**Additionally**, for video based segments, you will need to do the following:

1. Show a BEFORE and AFTER video for EACH project, documenting the changes / fixes you've made.
2. **For 3D models** (characters, objects, and environments), you will show concept work, followed by wireframe, shaded and textured versions (demonstrating process work). Each stage of your project will be labeled in the video.
3. **For visual effect and compositing work**, you will show original footage, green screen comps, and the final composite. Each stage will be clearly labeled.
4. For still images, you will show an animated progression from concept to final, with each stage labeled.
5. For Flash based animations, you will make sure that your footage is saved as Quicktime with SQUARE PIXELS set.
6. Insure that your video footage for each project is 720 x 540 NTSC and saved as a Quicktime movie.

**Due Dates:**

Project 1 revisions are due on **Week 4**. (pick the most time-consuming project here)

Project 2 revisions are due on **Week 6**.

Project 3 revisions are due on **Week 8**.

Project 4 revisions are due on **Week 11**. (pick the second most time-consuming project)

**Please Note: Given the ample studio time you'll be provided in class, late or incomplete work will not be accepted.**

On the next page is the grading rubric I'll use to assess your projects.

|                                       |                                                                                                                                                                                                              |                                                                                                                                                                                                             |                                                                                                                                                                                                                                                    |                                                                                                                                                                                                               |                                                                                                 |
|---------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Participation<br>20 points            | Actively contributes helpful suggestions and feedback during critique                                                                                                                                        | Occasionally contributes to critiques                                                                                                                                                                       | Has to be called on to offer critiques.                                                                                                                                                                                                            | Does not participate in critiques.                                                                                                                                                                            | absent, Leave class during presentations and/or not paying attention during presentations.      |
| Professionalism<br>20 points          | Prepared, <b>professional in attire and presentation mannerisms</b> , ready to show work when called upon. Clearly communicates the technical aspects of the project.                                        | Prepared, ready to show work when called upon. Generally communicates the technical aspects of the project, with minor issues.                                                                              | Not fully prepared. (i.e. file not in drop-off box, waiting for files to copy, etc.). Somewhat communicates the technical aspects of the project, but vague, informal, offtopic or does not use proper design terminology when discussing project. | Unprepared and/or Not professionally dressed.                                                                                                                                                                 | No presentation made.                                                                           |
| Process layout<br>20 points           | Images in layout are thoughtfully cropped and arranged. Process work is thorough, neatly organized and labeled, and has professional polish and “eye appeal”. Student’s name and title appears on each page. | Images in layout have minor compositional issues. Process work is good with minor issues in labeling and organization that need to be addressed. Process work needs more work to add professional polish.   | Images in process work have compositional issues. Overall process work is missing key elements of assembling the project. Process work is not labeled, and/or there is not enough process work to show for the project.                            | Images in process layout have serious compositional issues. Overall process work is weak and does not clearly show a progression of the project from start to finish. Final work needs significant reworking. | Not turned in. (or not turned in using the 11 x 17 format, as specified in the project handout) |
| Video<br>20 points                    | Video segments are dynamic, clear, and engaging. Work is of professional quality. Progression of work has an excellent flow. A perfect candidate for direct inclusion on a demo reel.                        | Video segments are clear, but the work needs more refinement for inclusion on the demo reel. Progression of work has an good flow, with minor issues. A good candidate for direct inclusion on a demo reel. | Video segment has issues with presentation and/or the quality of work. the work needs major refinement for inclusion on the demo reel. Missing stages in progression of work.                                                                      | Video segments have significant issues with presentation and the quality of work. Not demo reel ready.                                                                                                        | Not turned in.                                                                                  |
| Technical specifications<br>20 points | A Before and After sequence is included. Titles are used before each segment to clearly identify the BEFORE and AFTER.                                                                                       | A Before and After sequence is included. Minor titling issues (typography has minor issues in contrast and/or readability.)                                                                                 | A Before and After sequence is included. Typography has major issues in contrast and readability.                                                                                                                                                  | No BEFORE sequence included and/or Titling not present to indicate which is which.                                                                                                                            | Not turned in.                                                                                  |