

DEMO REEL DVD PACKAGING and DISC

Demo Reel Presentation

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Now that your Demo Reel is off to a flying start, your goal for this week is to develop a first-play burnable DVD disc and supporting DVD packaging.

Your first-play burnable DVD disc **MUST**:

- be playable on DVD players as well as on both Macs and PCs.
- must auto-play the reel and auto-loop back to the beginning.

You have flexibility on your DVD packaging. But your DVD packaging will be submitted in digital format and **MUST**:

- be measured to neatly and properly fit its case
- include your resume and your demo reel breakdown (shotlist)
- match the branding you have created for your other promotional materials
- include your name, professional title, phone, web and e-mail addresses on **BOTH** the disc *and* the DVD packaging.

Technical specifications:

1. See above.
2. Name your file: **Lastname_packaging.jpg** and put it into the dropoff box in the **Week 3 Due** folder.
3. Bring in your burned disc containing your first-play demo reel.

The final DVD packaging and burnable disc (along with the rest of your deliverables) will be due at the beginning of class on **Week 6**. The grading rubric for this project is on the next page.

| | Excellent (20) | Very Good (15) | Good (10) | Average (5) | Poor (0) |
|------------------------------|---|--|--|--|--|
| Playable DVD 20 points | DVD is recognized on both Mac and PC platforms and plays immediately upon placing the disc inside the tray. DVD label includes all required information and matches the promotional branding. | DVD is recognized on both Mac and PC platforms and plays immediately upon placing the disc inside the tray. DVD label includes all required information. | DVD is recognized on both Mac and PC platforms and plays immediately upon placing the disc inside the tray. DVD label includes most of the required information. | DVD is recognized on both Mac and PC platforms and plays immediately upon placing the disc inside the tray. DVD label is missing the required information. | DVD is not recognized on both Mac and PC platforms. |
| DVD packaging 20 points | DVD Packaging is attractive, easy to read and includes resume and shotlist. Professional in appearance. | DVD Packaging is easy to read and includes resume and shotlist information. | DVD Packaging includes resume and shotlist information. Minor Readability issues or color choice issues are present. | DVD Packaging includes resume OR shotlist information. Major readability issues or color choice issues are present. | DVD Packaging does not include resume and shotlist information OR the DVD packaging is unprofessional in its appearance. |
| Technical Specs 20 points | All project specifications followed. Work exudes a professional polish. | All project specifications followed. Work has minor layout issues needs more professional polish. | Demo Reel includes most pertinent deliverables but opening and closing slates do not have all the pertinent information. | Demo Reel does not include opening and closing slates but includes audio. | Demo Reel does not include opening and closing slates and is missing audio. |

No late work accepted.

Total Possible Points: 60