

## DEMO REEL (FIRST DRAFT)

Demo Reel Presentation

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Based on your declared area of focus, your goal for this week is to develop a preliminary cut of your footage for inclusion into your demo reel. Your demo reel **MUST** include the following:

- a **title slate** at the **beginning** of the footage that includes your name, your professional title, your web address, your e-mail address and your phone number. the title slate should be on the screen for approximately 5 seconds.
- a **closing slate** at the **end** of the footage that includes your name, your professional title, your web address, your e-mail address and phone number. The closing slate should be on the screen for approximately 10 seconds.
- a **rough audio instrumental soundtrack** to cut the sequences to

Lead off with your BEST work in your **specific area of focus**. Your reel should contain the highlights ONLY: the **best** of the best. At this point, place-holder footage for works-in-progress is acceptable.

Avoid repeating footage on your reel. Carefully cut your footage to the beat of the music. Your goal is to deliver approximately 1 minute of quality demo reel footage. In every instance, quality will trump quantity - so if you have 40 seconds of stellar work and 20 seconds of work that isn't ready for the reel, leave off the 20 seconds of unpolished work.

### Technical specifications:

1. Use MOV instead of AVI for your rendered reel.
2. Name your file: **Lastname\_reel.mov** and put it into the dropoff box in the **Week 2 Due** folder.

The final demo reel (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.

	<b>Excellent (20)</b>	<b>Very Good (15)</b>	<b>Good (10)</b>	<b>Average (5)</b>	<b>Poor (0)</b>
Demo Reel Video 20 points	<b>Excellent</b> at showing specific strengths of the student. Audio and video pacing is brisk and properly coordinated together.	Audio and video pacing is brisk and properly coordinated together. Minor flaws in the production. One or two minor weaknesses within the pieces themselves that detract from the overall reel.	Audio and video pacing is not coordinated together. Major flaws in the production. More than two weaknesses found within the pieces that do not serve to show the student's specific strength in the work they are presenting.	Audio and video pacing does not match. Video not cut to the beat of the audio. Video cuts are haphazard and do not properly "flow" from scene to scene.	Reel does not match the student's intended career focus.
Audio 20 points	Audio choice has a great beat and serves to <b>compliment</b> and <b>enhance</b> the video sequences without overpowering them.	Audio choice has a good beat compliments the video sequences without overpowering them.	Audio choice is distracting and takes attention away from the video pieces	Audio is a poor fit for the work being shown.	Audio not included.
Technical Specs 20 points	Demo Reel includes all pertinent deliverables (opening, closing slates and properly synch'd audio).	Demo Reel includes all pertinent deliverables (opening, closing slates and audio)	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**