

Demo Reel Presentation
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Final Project Deliverables: DVD “Demo Reel”, Final Shot List, Leave Behind

You will be turning in your revised demo reel, final shot list and leave-behind as part of successfully completing this course.

Your DVD and shot list should be included within your leave-behind. Your leave-behind should include relevant contact information so that employers may contact you.

For the **final DVD**, make sure to include the following:

- 1) Name, Your Professional Title, e-mail address, website, and/or phone number. This should be the **FIRST** and **LAST** thing people see on your reel. Hold this information up on the screen for a longer period of time **AFTER** your last demo reel piece (so that information can be copied down).
- 2) Audio soundtrack with video footage cut to the beats - make sure there is good “flow” between each of your elements. Carefully consider how one segment will go to the next.
- 3) Label your disc with your name, title, e-mail address and website. Remember: Your goal is to make it **EASY** for people to contact you.

Your **leave-behind** should incorporate **a sampling of your work, your DVD, the demo reel shot list**, and **your resume** in one **easy-to-build, unique, and ATTRACTIVE** package.

Carefully consider how you will present your work for **Week 11**. Your final presentation will be conducted **LIKE AN INTERVIEW**, so **dress appropriately**.

Total Possible Points: 160

(Grading Rubric is on the next page)

Leave Behind Appeal 20 points	Leave-behind has real magnetism and charm.	A pleasing design, though ideas are not necessarily unique.	Design is too complicated, or suffers from design issues.	Design is uninspired, derivative, and devoid of attitude or demeanor.
Presentation 20 points	Prepared, professional , and ready to show work when called upon. Clearly communicates ideas.	Prepared, ready to show work when called upon. Minor issues in communicating ideas.	Not fully prepared. (i.e. file not in drop-off box, waiting for files to copy, etc.) or disorganized. Difficult to hear or unfocused.	No presentation made.
Branding 20 points	Resume, leave-behind and demo reel set list are consistent, exceptionally attractive, and cohesive as a unified package.	Resume, leave-behind and demo reel set list are consistent and cohesive as a unified package.	Resume, leave-behind and demo reel set list have some inconsistencies that prevent it from being fully cohesive as a unified package.	Resume, leave-behind, and demo reel set list are completely inconsistent and do not serve as a unified package.
Demo Reel Shot List 20 points	An exceptional visually appealing demo reel breakdown, header includes consistent branding , an appropriate name, title, and email / web contact info.	A visually appealing demo reel breakdown, header includes an appropriate name, title, and email / web contact info. Branding has minor inconsistencies with other promotional materials.	Some design issues with demo reel breakdown. Missing one of the items specified in the header. Branding has major inconsistencies with other promotional materials.	The demo reel breakdown lacks any type of visual appeal, is uninspiring and is otherwise incomplete.
Demo Reel Video 20 points	Excellent 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.
Audio 20 points	Audio choice has a great beat and serves to compliment and enhance 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.

<p>Technical specs 20 points</p>	<p>DVD shotlist, playable DVD, resume, and leave-behind turned in and all fit together in one cohesive, attractive package.</p>	<p>DVD shotlist, playable DVD, resume, and leave-behind included - but as separate or standalone items that don't all fit within the leave-behind.</p>	<p>At least one item missing (shotlist, resume, DVD or leave-behind)</p>	<p>More than one item missing.</p>
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