

Demo Reel Presentation  
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## **Developing a Demo Reel Breakdown**

Preparing your final demo reel involves looking through your work, determining the BEST sections of your work, and assembling together a breakdown of what will be on your demo reel.

Your demo reel is only as strong as your weakest piece. Lead off with your absolute strongest work, create a few bridges, and close with your strongest work.

Once you have gathered your body of work, your next task is to develop a demo reel breakdown (aka shot list). Your shot list should have the following information:

- \* **Your name**
- \* **Your title**
- \* **Your address and contact information**

Title of the piece (in the order you plan to showcase your work). The year it was created. What your **specific** involvement was on each piece.

*Example:*

### **Jane Doe Demo Reel Breakdown**

#### ***Segment 1: Commercial "la Trentina"***

I supervised the special effects, animated the backgrounds (with Autodesk Combustion and Autodesk 3DSmax) and composited the live action (with blue screen) with the animation in Apple Shake

#### ***Segment 2: Rubik cube commercial***

I modeled and built the whole scene, with lighting, textures and animation (Autodesk 3D Studio MAX)

#### ***Segment 3: Looney Laws of physics animated series***

I wrote and directed the pilot episode of the series in co-production with Cinegroupe Canada. I modeled and animated all the scene – except character modelling. I did lighting, texturing and camera movement (Autodesk 3D Studio MAX 8 rendering with toon shading using finalRender).

etc.

**You are encouraged to include screenshots for each segment as well.** Remember, your employer / client will be looking at this. Spend the time needed to make your demo reel breakdown look as professional as possible. Watch for any spelling mistakes. Check to make sure you are using correct grammar, appropriate capitalization and proper punctuation. **Continued....**

Save your finished shotlist as a PDF file and save it as

**Lastname\_shotlist.pdf**

Place this in my dropbox for review.

This project is worth **100 points**. Because of the extensive time given to work on this, **NO LATE WORK WILL BE ACCEPTED WHATSOEVER.**

**\*\* NOTE:**

Your **Preliminary Shot List** is due at the beginning of **Week 4**.

Your **Final Shot List** is due at the beginning of **Week 5**.

The grading rubric used to assess this project is below:

	<b>Excellent (20)</b>	<b>Good (15)</b>	<b>Average (10)</b>	<b>Poor (5)</b>	<b>Not turned In (0)</b>
Concept 20 points	An <b>exceptional</b> visually appealing demo reel breakdown, <b>header includes consistent branding</b> , 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.	Not turned in.
Execution 20 points	All technical specifications (file name specifications and project parameters) followed. DRB contains all pertinent information.	DRB contains information specified, but file naming convention not followed.	Misspellings in DRB	incomplete information, 2 or more grammatical / spelling errors found.	Not turned in.

Total points (40) \* 2.5 = 100 maximum possible points