

Demo Reel Presentation
Instructor: Krishna M. Sadasivam

Shotlist and Demo Reel Information Gathering:

Creative Brief:

In an effort to understand what makes a successful demo reel and demo reel shotlist, your task is to do the following:

1. Based on *YOUR specific career interests*, find and write down the links to at least 10 demo reel videos on the sheet below. (i.e. If you are focusing on visual effects as a career, find at least 10 visual effects demo reels.)
2. Based on *YOUR specific career interests*, find and save at least **10 demo reel shot lists** you have found on the Internet.
3. Based on *YOUR specific career interests*, find and write down the links to **at least 10 designer / artist portfolio sites** that are in the field you are planning to apply for.
4. Based on *YOUR specific career interests*, find and write down **at least 3 websites** that are dedicated to providing information, tutorials, and news about your career.

We will assemble, share and discuss this information in class next week.

Deliverables:

1. A Microsoft Word file that neatly captures the information specified above. *To receive full credit, use the template I've provided on the sivamstudios.com/ait website.* Save this file as **Lastname_research.doc** and save in my drop-off box.
2. A folder called **Lastname_shotlists** that contains at least 10 example demo reel shotlists as specified above. Save in my drop-off box.

The Grading Rubric for this assignment is on the following page.

Research 20 points	* links are valid and properly labeled * neat and well-organized document * no spelling errors * document contains additional resources that go above and beyond what is expected	* links are valid and properly labeled * well-organized document * 1 to 2 minor spelling errors * document contains what was expected	* links not properly labeled * major organizational issues * several spelling errors * document has at least 3 empty blanks resources than what was expected	* links not properly labeled * major organizational issues * several spelling errors * document mostly incomplete	Not turned in.
Shot List Examples 20 points	More than 10 sample Demo Reel Shotlists for the student's specific major was provided	10 sample Demo Reel Shotlists for the student's specific major was provided	Missing 2 sample Demo Reel Shotlists	Missing more than 2 sample Demo Reel Shotlists, or Shotlists themselves do not relate to the person's intended career focus	Not turned in.
Technical Specifications 20 points	All technical specifications (file name specifications and project parameters) followed.	Minor issues with file name specifications and project parameters.	Major issues with project parameters and file name specifications.	Did not follow technical specifications at all.	Not turned in.

Please note: As aspiring professionals in your career, your Art Director does not accept late work (or excuses).

Total Possible Points: 60