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BA ANIMATION & VFX
BA COMPUTER GAMES DESIGN

PERSONAL PORTFOLIO DEVELOPMENT

Watch This: Creating A Showreel



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Lecture Contents

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Showreel Overview



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SHOWREEL OVERVIEW

A showreel is like a **trailer** for your work that you can send out to potential employers, partners or collaborators. It is the **multimedia component** to your CV.

The main objective is to provide a **one-minute taster of your work to date** and set the tone for what you want to work on in the **future**.

Typically used within the film and animation industry, everyone from directors, actors and writers to cinematographers, editors, animators and set or costume designers will create a showreel to communicate **what they do** and **grow their network**. [1]



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SHOWREEL OVERVIEW

Showreels for different careers and disciplines can be varied, but there are some **fundamental elements** that every showreel should include:



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SHOWREEL OVERVIEW

Showreels for different careers and disciplines can be varied, but there are some **fundamental elements** that every showreel should include:

- 1 Opening titles
- 2 Clips of your Work
- 3 End titles



SHOWREEL OVERVIEW

Showreels for different careers and disciplines can be varied, but there are some **fundamental elements** that every showreel should include:

1

Opening titles

The opening titles to your showreel contain **essential information about you** and your practice. Keep this **short and simple**; it should quickly tell your viewer **who you are** and **what you do**. These typically include:

- **Your name**
- **The role(s) that you're demonstrating, e.g. "Jane Doe, VFX assistant" or "John Doe, cinematography"**

Your opening titles can be on a **static page**, or overlaid onto a **moving clip** of one of your projects – just be sure they're **easy to read**. [1]



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SHOWREEL OVERVIEW

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2

Clips of your Work

This goes without saying, but you'll of course need a **selection of work** to share. You'll want to select only your **very best** work. [1]



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SHOWREEL OVERVIEW

Showreels for different careers and disciplines can be varied, but there are some **fundamental elements** that every showreel should include:

3

End titles

It's a good idea to end your showreel by sharing **contact information** so that people can get in touch with you easily. This could include:

- **Your website address**
- **Your social media handle(s)**
- **Your email address**
- **Any crew and collaborator credits (names and roles of everyone involved) [1]**



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SHOWREEL OVERVIEW

If you'd prefer to end your showreel in another way, you could always include important **contact details** in a **covering message** or email if you're sending your showreel as an attachment.

Just be sure to double-check your information as the last thing you want is to lose out on a potential opportunity over a **typo!** [1]



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Raindance: 10 Useful Tips



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RAINDANCE: 10 USEFUL TIPS

One of the most important general characteristics is that your showreel needs to **stand out** while presenting your best work in an **effective** and **straightforward** way.

Choosing to include clips where your work and your style is **most visible** is always the best option, and if you don't have enough content from productions that you worked on, you could also create some smaller/quick turnaround projects related to your **passions** or **skillsets**. [2]



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RAINDANCE: 10 USEFUL TIPS

The Raindance website offers a few tips that may help to make an effective showreel:

1) Think About Who is Going to See it

Exactly like a CV, it's always good to customize it in a personal way **keeping the audience in mind**. [2]

- Who are the people who will watch it?
- What may they be looking for?
- What are they likely to prefer?



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RAINDANCE: 10 USEFUL TIPS

The Raindance website offers a few tips that may help to make an effective showreel:

2) Focus on the Essential

Try to keep it short and effective. **Don't play full scenes** but edit them in a **short** and **straight-to-the-point** format.

You don't need to include all your work, focus on the **best bits** and the **most recent** ones. [2]



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RAINDANCE: 10 USEFUL TIPS

The Raindance website offers a few tips that may help to make an effective showreel:

3) Include a Range and Variation of Work

Try not to limit yourself to just one type. Consider the **position** you are applying for – are concepts and iterative designs most important? 3D Models? Blueprints or technical achievements? [2]

Generally the advice given is that jobhunters need to demonstrate they are **specialists** but if you have a limited amount of recorded content, **a broader selection is acceptable** for academic submission.



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RAINDANCE: 10 USEFUL TIPS

The Raindance website offers a few tips that may help to make an effective showreel:

4) Don't Save Best for Last

More often than not, a **good first impression** is all it takes.

If the beginning of your showreel is **not engaging**, the possible recruiters will pass on the next one very quickly. [2]



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RAINDANCE: 10 USEFUL TIPS

The Raindance website offers a few tips that may help to make an effective showreel:

5) Look at Others

Find **examples** and **references** and take inspiration from them for your own. [2]

You may find showreels related to your discipline on LinkedIn, YouTube, Vimeo, etc. These will be of varying quality – think about whether examples have made a **good impression** on you and if so, **why**? If not, **why not**?

Apply the answers to these questions to your **own work**.



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RAINDANCE: 10 USEFUL TIPS

The Raindance website offers a few tips that may help to make an effective showreel:

6) Ask a Stranger

Ask someone that doesn't really know your work to revise it, watch it and **give you feedback**. [2]

This could be someone in one of your **University cohorts**. If you are asked to give feedback on other peoples work, remember to offer **constructive criticism**.



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RAINDANCE: 10 USEFUL TIPS

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7) It may be Necessary to Adapt it to Different Platforms

Consider **where** you are going to upload your showreel, whether your own website or on social media.

Where will it be **viewed** primarily? What **aspect ratio** will you need? [2]



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RAINDANCE: 10 USEFUL TIPS

The Raindance website offers a few tips that may help to make an effective showreel:

8) Always Keep it Up to Date

If necessary don't just add **new content** but try and keep the **editing** and **style** relevant as well. [2]



RAINDANCE: 10 USEFUL TIPS

The Raindance website offers a few tips that may help to make an effective showreel:

9) The Look of the Showreel has to Mirror Your Skills

The final result of the showreel depends on what are you going for and also the level of your **skills**.

Consider this: Is your reel clearly **showing certain skillsets**? If not, think about adding or replacing existing clips with more **relevant** ones – over time if necessary. [2]



RAINDANCE: 10 USEFUL TIPS

The Raindance website offers a few tips that may help to make an effective showreel:

10) Include your Contact Details

You should do this both at the **start** and at the **end** of the showreel and remember to always keep them updated. The same slide can be used at **both** ends – there's no need to create bespoke ones.

You can also include your details wherever **most visible** depending on the platform of choice so recruiters don't have to **skip the video** to know how to find you. [2]



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Advice for Showreels



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[Animation Showreel Tips and Guidelines](#) – RobynO (7:14) [3]



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Showreel Exercise



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EXERCISE

Using sample clips from Moodle, **put together a ‘test’ showreel.**

You can cut the clips and add transitions **any way** you wish – just use the source material to get some **experience** with editing together a sequence.

See how the **length, content** and **aspect ratio** of each clip offers limitations on what you may be able to create. Consider this when rendering your own work for a final reel .

Add **royalty-free music** if you wish and don’t forget to add **opening and end titles.**



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