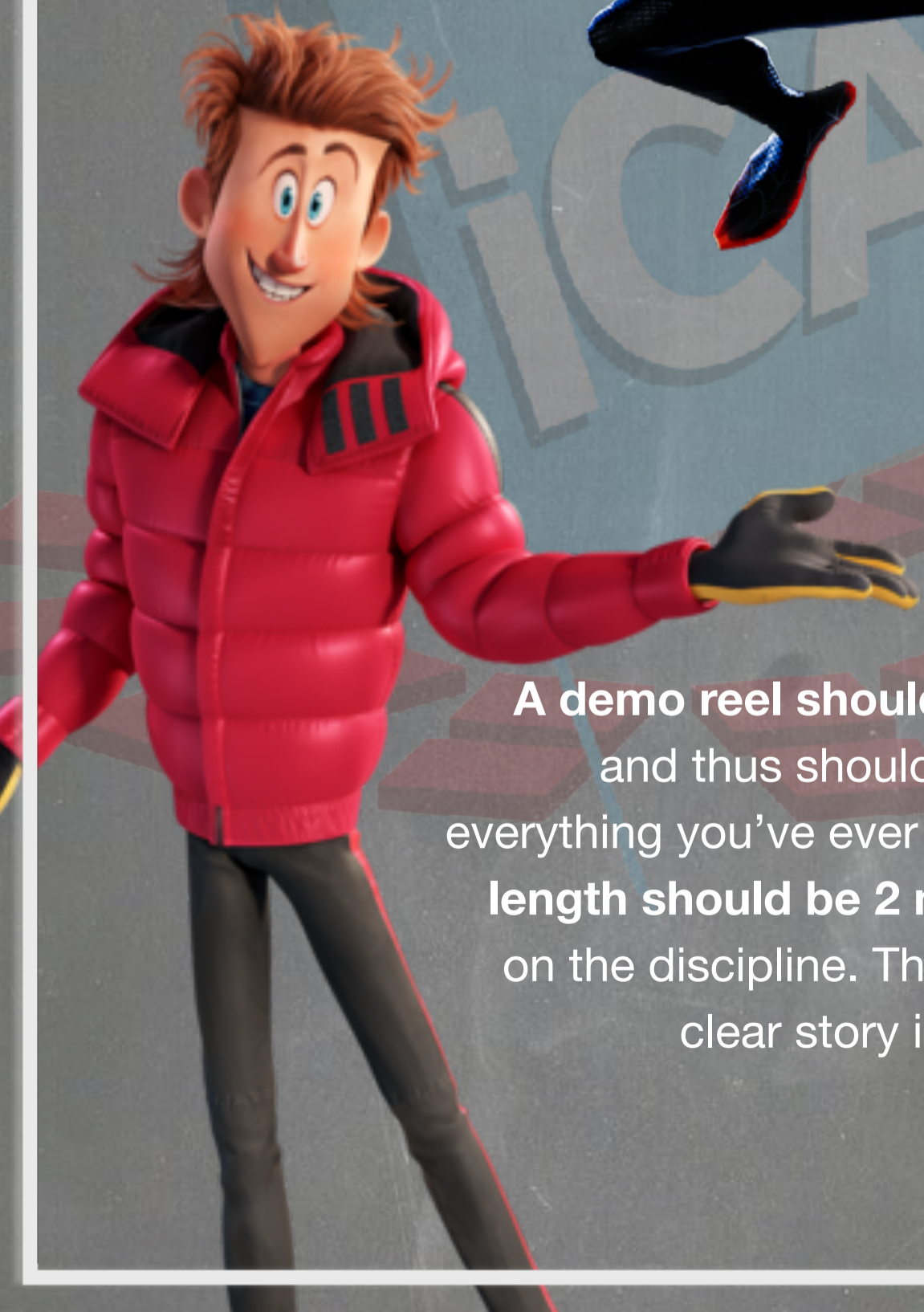Making yourself
Look good…

iCAD

BEST FOOT FORWARD

Although the old saying "save the best for last" may be true in some situations, for demo reels this is simply not the case. **Make sure you lead with your strongest work**…you only have a few seconds to grab the viewer's attention.

KEEP IT SHORT

A demo reel should highlight YOUR BEST work, and thus should probably not be a sampling of everything you've ever done. **In our opinion the max length should be 2 minutes**, but that also depends on the discipline. The demo reel needs to present a clear story in a condensed amount of time.

3

SHOW PERSONALITY

Remember, your reel is your calling card, this is how we get a sense of who you are and not just what you can do. We do this by looking at your choice of content and how it is presented.Don't be afraid to put a bit of you into your body of work… it will give employers a better sense of who you are as a person.

4

MAKE IT SPECIFIC

When applying for a position, ensure that your demo reel is targeted specifically to an individual skill or job function This may mean that you will have to create multiple reels, but you will benefit in appearing more focused. Because those hiring have limited time to review reels, they only want to see examples that pertain to the position they are hiring for.

YOUR WORK ONLY!

Whatever footage you show in your reel, make sure that you had some part in it. **If you don't have the body of work that the job requires, don't apply for it!** Instead, keep working on your craft so you'll have a better shot for future opportunities. Dishonesty may not only cost you one job, but in small production markets (where word travels fast) it could mean the end of a career. Be smart!
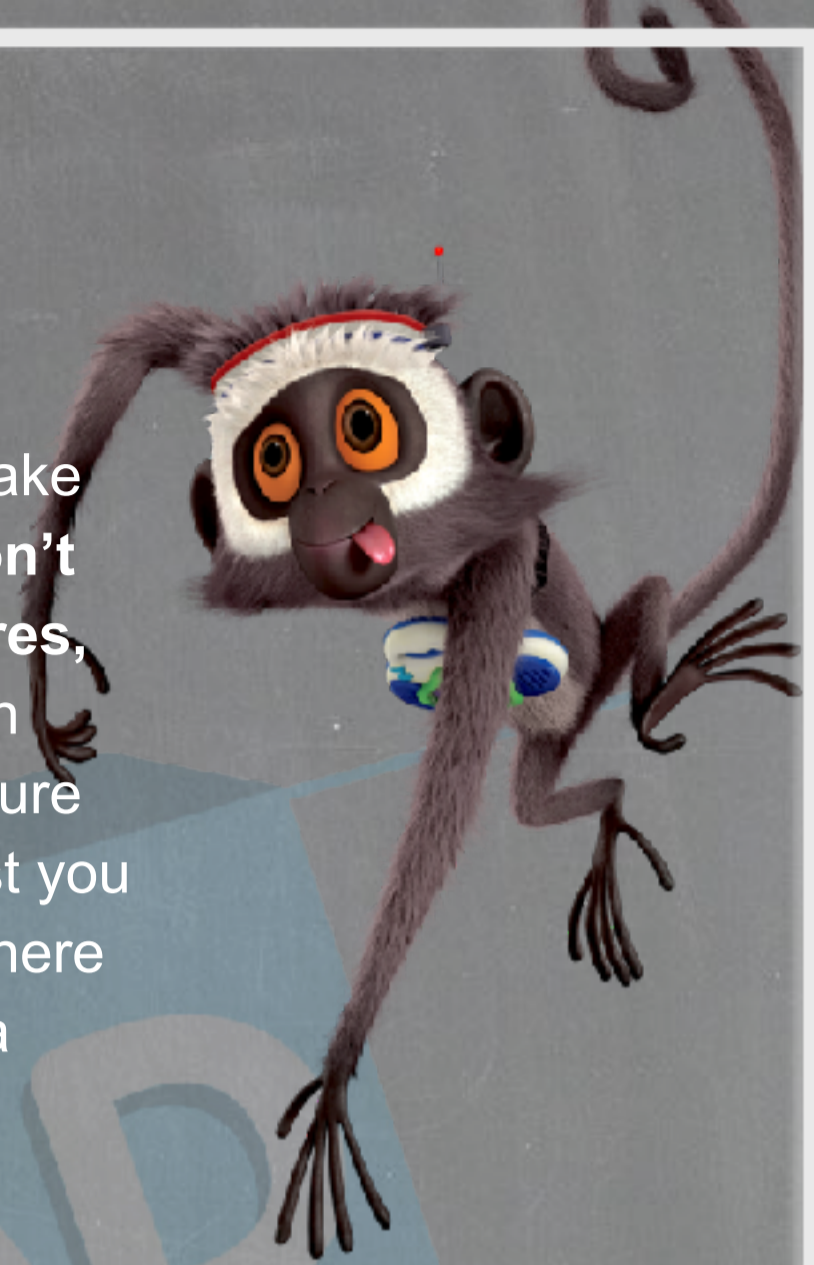
SHOWCASE - TECH

Are you technically inclined? Did you use a different approach to a hard to solve problem? This is a demo reel, so show all the areas in which you shine. There are multiple ways to showcase technical skills from simple screen grabs to video capture of screen flow. You can further explain in your CV if you feel you need further explanation.

SLATE IT

Do we really need to say it… YES, **include your name and contact information on a quick slate at the start and end of your reel**. This is actually a bigger problem than you may think. Keep it simple, basic contact info: name, email and website. Your reel's worthless if the viewer doesn't have a way to contact you. Keep the point clean to, it needs to be "READABLE"

QUALITY CONTROL

Check spelling, check for technical errors (glitches, noise, etc.), check for audio mistakes and then check again! Nothing will have your demo reel headed for the wastebasket faster than a few misspellings or an unintentional jump in the video. Having an error free reel shows an attention to detail and carefulness. Check, double check and then have a colleague check!

ASK A CRITIC

Before showing it to a potential employer, **give your reel a few rounds of critique with your acquaintances**. Editor / producer / director friends make great critics. What does your reel say about you? Would they hire you based on what they saw? Where are areas for improvement/what's missing? Now, take their feedback and improve!

ONLINE, ALL THE TIME

Your demo reel should be online and easily accessible. You want to insure that it is quick and easy for a potential employer to view it. When someone is hiring in a hurry, the ability to quickly shoot over a link may mean a better chance at getting a job. Also, by putting your reel on Vimeo you can quickly swap it out when you need to make modifications or additions.
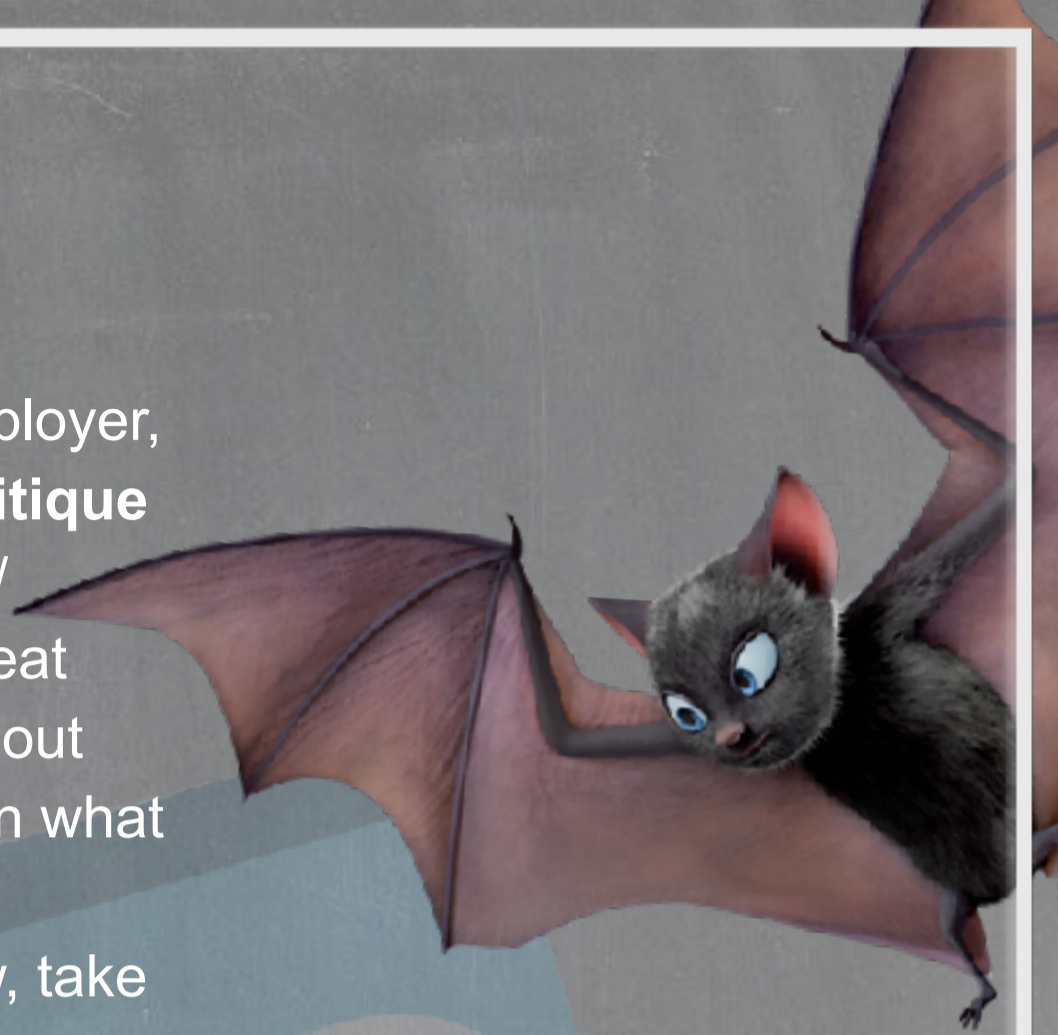
CREWING POSITIONS

- ANIMATORS
- CHARACTER TD - SET UP
- CHARACTER TD - PIPELINE
- MATCHMOVER
- ROTOSCOPE ARTIST
- MATTE PAINTER
- MODELERS
- TEXTURE PAINTERS (SURFACING ARTISTS)
- LAYOUT
- TECHNICAL DIRECTOR: LIGHTER
- TECHNICAL DIRECTOR: COMPOSITOR (NUKE)
- TECHNICAL DIRECTOR: FX (HOUDINI)
- SYSTEMS ADMINISTRATORS
- SOFTWARE DEVELOPERS
- PROD. SERVICES TECHNICIANS
- DIGITAL TRAINERS