

Demo Reel Format & Tips

Basics:

1. Keep it SHORT! Odds a decision will be made in the first thirty seconds.
A good overall length is between 1 and 2 minutes.
2. Spelling must be 100% correct. Prove you can use a dictionary.
3. The first thing they see needs to be the BEST think they see.
4. Don't forget to include your contact information built into the reel itself as well as on the neat and tidy, professional looking label! Did I mention it should be short?

Good	Bad
<ul style="list-style-type: none">• Start with good pure <i>content</i>, save the special effects for later (unless of course you're applying for an effects job)• Strong overall theme• ONLY your best work. Avoid anything iffy.	<ul style="list-style-type: none">• Tutorial work• Animations of space ships• Funky music – not everyone has your taste• Home video clips• OTHER PEOPLE'S WORK• Sloppy edits

Reel Format:

1. Intro Graphic
(good place to show what you can do with After Effects) Be creative!
2. Content
Get your best stuff in there. Roughly 3 clips. The cuts or fades between them should be quick, and the motion smooth. One sloppy transition and your reels in the trash.
3. Credentials (optional)
This is where you say which programs you've used. After Effects, Final Cut Pro, Avid, Photoshop, etc. It can be creative, but must be very quick
4. Credits
This is where you say what YOU did on each clip. NEVER claim ownership of other's work. You never know if they sent their reel in for the same job...
5. Full lengths
Give them the option of seeing a longer version of your clips.

DVD Format:

Same content as a linear reel only each section becomes an option on your menu, and the menu itself becomes an introduction. This sample below shows how you can use menu options to show off different skills.

For more info try:
<http://www.mediacollege.com/employment/demo-reel.html>

