

Demo Reel Dos and Don'ts

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AT THE



of

**COMPUTER GRAPHICS & INTERACTIVE
TECHNIQUES**

What is a demo reel?

Snapshot of:

- Work style
- Skill set
- Who you are



What types of demo reels are there?

For anything that moves, including, but not limited to:

- Character Animation
- Game Animation
- Motion Graphics
- Film
- Lighting
- Compositing

It's OK to have different reels

For different skill sets

Can have an online version without certain contact info

Can share a Vimeo URL that's password protected

- BE SURE TO SHARE THE PASSWORD!!

DO: Put Your Name on EVERYTHING

- Resume
- Cover Letter
- Shot List
- CD
- Flash Drive
- SD Card

Include name & contact in case anything gets separated!

DO: Title Cards

At the beginning AND end of your reel

Include:

- Name
- What you do (Animator, Modeler, Lighter, etc)
- Contact information
- Website/Online Portfolio

DO: Have a shot list

If there is any piece you did not create the entire thing of, be sure to state what you did

Include:

- Title of piece
- Time stamp of where it is
- What you did
- Can say where model was provided from

Demo Reel Shot List:



Weight Test – 0:10

Short clip focusing on portraying weight through animation.

Tools Used: Maya 7

I only did the animation for this clip. Model and rig thanks to The Academy of Art College.



As Good As It Gets Lip Sync – 0:09

Short lip sync focused on acting and emotion.

Tools Used: Maya 7

I only did the animation for this clip. The audio is from the movie As Good As It Gets. Model and rig thanks to The Academy of Art College.

DO: Note what you did on the shots

Keep it short and simple



DO: Start Strong and Finish Stronger

Start with your one of your strongest pieces

Hook them!

End with your best piece

Studios know within the
first 3 shots if they like you



DO: Include a variety (if you are good at it)

- Broad styles - from toony to hyper real
- Basics
- Performance/Acting
- Action
- Dialogue, conversation between 2 people
- Mid, full body shots
- Emotional - subtle
- Lip sync
- Body mechanics
- Biped, quadrupeds - of different sizes too

DO: Know your audience

Example: Disney character animator

- Include shots with emotion
- Your reel should have appeal!

Showcase that company's style in your reel



DON'T: Only include that one style

Example: Animal Logic

Get so many reels with Lego type shots

Now working on Peter Rabbit



DON'T: Put full pieces back to back

Creates a long reel

Only show the best parts

This shows you haven't put as much thought into how you want to represent yourself and your work

DO: Make it short and sweet

1-2 minutes MAX



DON'T: Include only school assignments

Show you are passionate about what you do!

DO: Include outside projects:

- Freelance
- Internships
- Personal

More DON'Ts:

Have the same shot more than once

Make the recruiter skip around

Put shots in that are not yours

Take credit for something you didn't do

DO? DON'T? - Music

There are varying answers

In general: **don't**

- May choose a song a person hates
- Most places mute it anyways

Some people find it easier to edit to music, if you use it be sure your reel works when muted

Other tidbits

Playblasts are perfectly fine to showcase animation alone

You don't need to light/texture if you're an animator

Get feedback!

Start a club!

Other words of wisdom

Have a playful resume

List your soft skills

Show project management experience

Recruiters don't mind updates every 2-3 months with a follow up, especially with new work

Find a mentor

...wisdom

Be sure you fill out the CORRECT application!

Don't apply for a supervisor when you are fresh out of school

Recruiters look for a T-shaped unicorn

Broad in skills, but a deep understanding of them

Reel Examples

- **Jacqueline Wojcik:**
<https://vimeo.com/214729799>
- **Jacqueline Piette:**
<https://vimeo.com/161024657>
- **Leticia Reinaldo (Modeler):**
<https://vimeo.com/89271178>
- **Patrick O'Sullivan (Cinematographer)**
<https://vimeo.com/152399455>

Resources

<http://blog.animationmentor.com/>

<http://blog.animationmentor.com/how-to-create-your-game-animation-demo-reel/>



Any Questions?



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