**Developing a Demo Reel – FINAL EXAM**

Preparing your final demo reel involves looking through your work, determining the

BEST sections of your work, and assembling together a breakdown of what will be on

your demo reel. Your demo reel is only as strong as your weakest piece. Lead off with your absolute strongest work, create a few bridges, and close with your strongest work.

Once you have gathered your body of work, your next task is to develop a demo reel

slate. Your slate should have the following information:

**\* Your name**

**\* Your title (with date) Example - Demo Reel 2011**

**\* Your address and/or contact information**

*Example Breakdown*

Editor

***Commercial "la Trentina"***

Videography

***Rubik cube commercial***

Reporter

***Looney Laws of physics News PKG***

**You are encouraged to begin collecting your video materials now, but you may not start editing until I have called for you to start. Your demo reel will not exceed 1:20. That allows for your open slate for 10 sec, 1 min of content, and a 10 sec closing slate.**

-Place exported quicktime file in the AVTF 2 Fall 2015, Demo Reel, Group # Folder for grading.

-Labeled (**Your First Name Last Name Demo Reel**)

No exceptions…if it is not labeled properly it will not be graded and you will receive a ZERO for your Final Exam.

\*\* NOTE: **NO LATE WORK WILL BE ACCEPTED**

The grading rubric used to assess this project is below:

Total points = 50 maximum possible points

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Excellent**  **(50 pts)** | **Good**  **(40 pts)** | **Average**  **(30 pts)** | **Poor**  **(20 pts)** | **Not Turned In**  **(0 pts)** |
| Concept and Execution: | An **exceptional**  visually  appealing demo  reel. an  appropriate slate with name, title, and email / web  contact info. Reel  contains all  pertinent  information. | A visually  appealing demo  reel. Slate includes  an appropriate  name, title, and  email / web  contact info.  Reel has minor  flaws. | Some design  issues with demo  reel.  Missing important items. Has major  flaws including misspellings. | The demo reel lacks any type of visual appeal. Is  uninspiring and  is otherwise  incomplete. | Not Turned In |
| Total: |  |  |  |  |  |