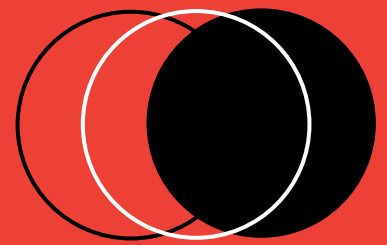


# PORTFOLIO & DEMO REELS



## The what and the why

The first definition of a portfolio according to Oxford dictionary is a “large, thin flat case for loose sheets of paper such as drawings or maps.” Thankfully we live in a digital age so gone is the portable suitcase to showcase your creative designs. It’s now a digital exhibition with the ability to be seen by many with a click of a mouse button. It allows a quick and easy introduction of you and your design work to potential clients. It also presents evidence of your skillset and abilities. In other words it’s like a visual c.v.

A Demo reel (sometimes called a Show reel or a Sizzle reel) is a visual portfolio. It is used to show the creator’s range of work through a collection of short filmed snippets.

## Things to consider with your portfolio or demo reel

Just googling “how to make a portfolio?”, or asking an AI tool the steps to creating a demo reel will get you started. Your programme of study probably has also allowed you to learn this as well. So it is more important to think about the aspects within the portfolio/demo reel.

Things that a MUST consider with your portfolio/demo reel

### Clear contact details

Have these in a space that can be easily accessed and not covering your work. Is it as a landing page? Do you have a professional email address? [Funkycarrot123@gmail.com](mailto:Funkycarrot123@gmail.com) does not sound professional nor personalable. Make one with your name to have the client remember it and they can search for it in their email address book.

### Length

Whoever is looking at portfolios or reels will have many to go through. You want something that is short, sweet and has impact. Portfolios – 10 to 12 pieces. Demo reels less than 2 minutes, preferable 1 minute.

### Review portfolio/demo reel for EVERY job application

Tailor your work to reflect the position you are applying for. For a demo reel; Character design (characters from lots of angles, poses, etc.), environment and layout artist (draw backgrounds and environments), Character animation (create scenes with character animation, both for acting and body mechanics shots).

### Feedback

Ask someone for honest feedback specifically on how easy it was to navigate around the space. Can they find the contact details? Do they have any questions? Are they confused on anything? Did they understand any Call to Action buttons? Were there any spelling or grammar mistakes? And all the good stuff about the space too!

Here's one way to think about the building of your visual c.v.

# ABCS+C

<b>A</b> <sub>ccess</sub>	<p>How will people find you? How will you link to the portfolio/demo reel from your given context? More importantly once they have found you; How is the user experience when interacting with the portfolio/demo reel? Consider the following as a way to start:</p> <ul style="list-style-type: none"> <li>• How is access to the visuals done?</li> <li>• What are the Call to Action buttons?</li> <li>• Is it a scroll-scroll or a click-click space?</li> </ul>
<b>B</b> <sub>rand</sub>	<p>Your brand – not the brands who you have worked with, although they are good for credentials. What is your unique identity to display “you”? What is some thing, some colours, some image that with a quick glance demonstrates who you are? Can it be used as a splashscreen, or a faded background? Can you design a logo that has impact and is clear to understand?</p>
<b>C</b> <sub>urate</sub>	<p>Curate means to organise objects for display. These objects need to be of high quality. But like in a museum or an art gallery, the work on display is the ones that give a taste of your knowledge and skills and create interest to delve deeper.</p> <ul style="list-style-type: none"> <li>• For a design portfolio it perhaps is not always the best or end product within every image. You can demonstrate work processes as well.</li> <li>• For a demo reel, start and finish with your best pieces. Include different genres where possible.</li> </ul>
<b>S</b> <sub>howcase</sub>	<p>What's the story behind the work? High res imagery. Smooth animations. Informative statements. Meaningful interactives. Anything more you can think about?</p>
<b>+</b>	
<b>C</b> <sub>ontrol it</sub>	<p>Like any artwork, leaving it to get old and dusty does not make it a masterpiece. Maintain your portfolio/demo reel through regularly updating it. Get feedback from people who have interacted with it, possibly clients who did or didn't take their investigations further.</p>

Where to build your portfolio/demo reel is up to you? Your tutor can guide you on some good places and tools to use. Remember it takes time and focus to create a portfolio/demo reel that is awesome. So if you have no work that you can put into it, create a project of your own. Or volunteer your time to an organisation in order to utilise the project's work.

## EXTERNAL RESOURCES

The below links all carry the similar message. The reason why the links are here is because sometimes someone saying the same idea but in a different way, resonates stronger than the first way it is said. Another is because the variations in the same idea might suit you better.

Portfolio	
CANVA – a good read about tips when creating a portfolio	<a href="#">LINK</a>
BLOG – a nice simple read on how to create a design portfolio in 7 steps	<a href="#">LINK</a>
YOUTUBE: In depth look at portfolios with a downloadable handbook. (16 minutes)	<a href="#">LINK</a>
YOUTUBE: Well spoken video on the differences between amateur and professional portfolios	<a href="#">LINK</a>
New to design – how to build a portfolio	<a href="#">LINK</a>
Demo reel	
Loads of different articles about demo reels from animationmentor	<a href="#">LINK</a>
Bloop tells it like it is	<a href="#">LINK</a>
YOUTUBE: Jessie Jones shows you the inside details on creating a reel	<a href="#">LINK</a>

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