

**Ravensbourne**  
University London



**Getting your Showreel  
ready for interview**

# How to showcase your work.



Veemsen Lama BA (Hons) Digital Film Production 2015

## What is a Showreel?

A showreel is a collection of your work; either short films or a montage of clips. Your showreel is your main marketing tool and is the most important thing we look at during your interview so make sure it showcases your best work.

## What makes a good showreel?

- one that shows evidence you can develop an original idea through to production
- something that keeps you watching – it must be interesting and engaging
- demonstrate your passion for the subject and your professional practice
- not too long... but showcases a variety of your skills and your best work!

## What makes a bad showreel?

- overlong... too many irrelevant clips
- incorrect resolutions
- not relevant to your skills
- cluttered, unorganised and badly produced

## What format should it take?

- memory stick – check you are using a file format that can be read by both Mac and PC
- hard drive – again, check you are using a file format that can be read by Mac and PC
- online presence: vimeo, youtube, flickr, etc. make sure you have internet access
- your own website – again make sure you have internet access for your interview
- bring your work on your own device: laptop, tablet but not phone although you should keep your best work on your phone anyway as you never know who you might meet out and about
- DVD's are not accepted as a common form of showreel. You can use the as backup but be aware not all Macs and PCs have a DVD drive so don't rely on DVD alone

## Should I present a montage or individual pieces?

- You can use a montage but make sure all clips are labelled with skills, genre, date
- Remember a montage does not show the depth of your abilities
- One good best practice example of your work could be sufficient, but have others ready to show as well



BSc (Hons) Broadcast students supporting The RSC





Virtual Reality project at the Degree Show 2016

### How many items for viewing?

- no more than four but you might only be asked to show one... **your best work!**
- each piece to showcase a different skill base: camera, audio, edit, direction, etc.
- animators could show different mediums: digital, cell, stop motion, etc.
- editors should show a variety of skills across multiple genres
- one well produced piece is fine as long as you can describe the production process and can evaluate outcomes clearly

### Length of each piece?

- **not too long!**
- produce a shorter version if possible but have full length version as back up
- each piece should be between 2–3 minutes long maximum
- if you have a great one-minute piece it must demonstrate excellent professional practice

### Does the showreel need adjoining sketchbooks or storyboards/scripts?

- not every tutor will ask to see your paperwork as we expect you to talk about how you produced your work but bring it along just in case
- tutors want to see evidence of the creative process and decisions that were made during the production

### Is labelling important?

- each piece should have five seconds of title at the beginning with suitable information: genre, skill and date
- physically label your memory stick and hard drive and make sure your name is on the desktop page
- if you're showing work from a USB device then it **must** be easy to identify and locate

The key points tutors are looking for:

#### Digital TV Production

professional practice  
subject passion  
multi-skilled  
industry focused  
transferable skills

#### Digital Film Production

professional practice  
subject passion  
multi genre  
good kit and process skills  
exhibitions and Festivals

#### Editing and Post Production

professional practice  
subject passion  
multi genre awareness  
clear understanding of course  
group interview skills

#### Digital Photography

professional practice  
subject passion  
digital presentation  
researched the course  
employment plans

#### Motion Graphics\*

professional practice  
subject passion  
awareness of industry  
viral awareness  
understanding of design

#### Animation\*

professional practice  
subject passion  
life drawing  
prefer online over USB  
original ideas

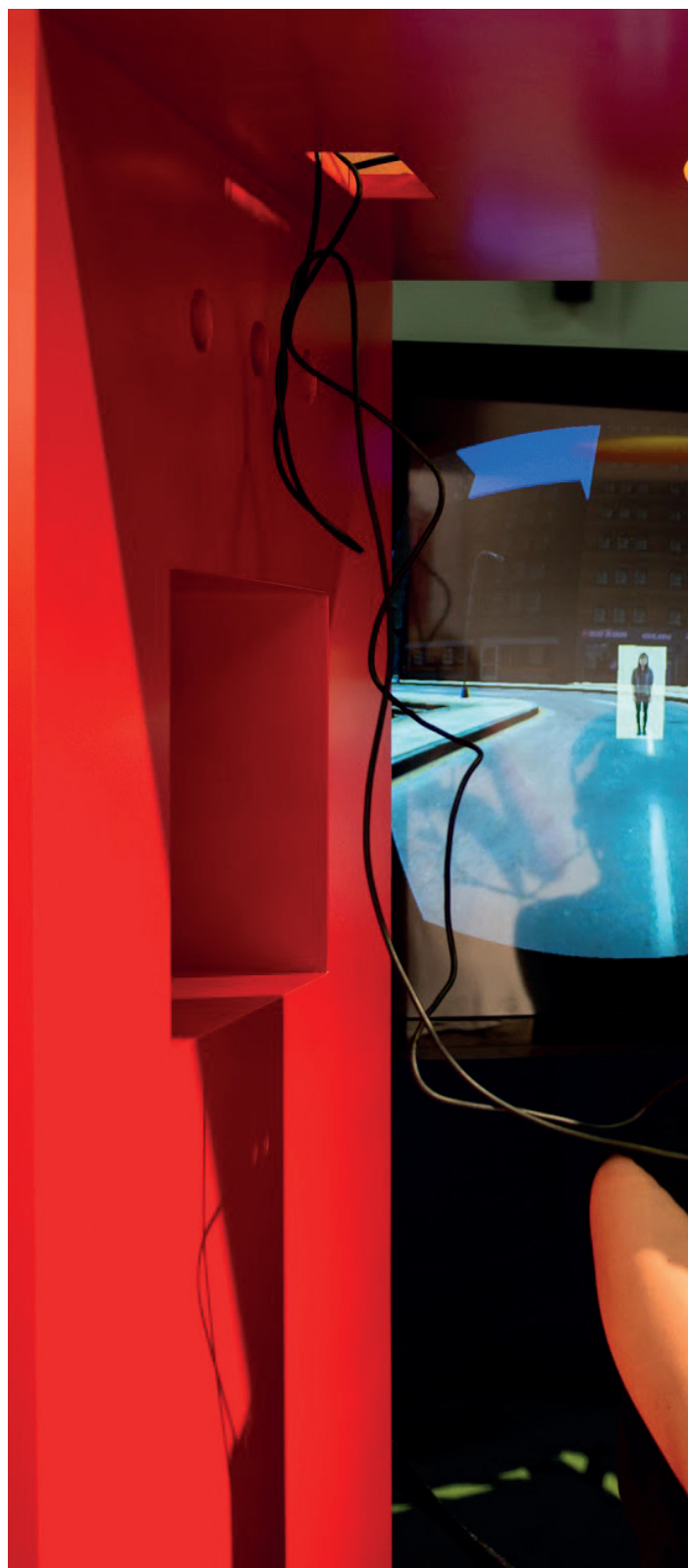
#### Games Design

playing and understanding  
all types of games  
subject passion  
drawing  
narrative design  
awareness of industry  
paper prototypes

\* bring sketchbooks!



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