



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



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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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outreach@rave.ac.uk



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