

# FINAL Film&TV: Portfolio and Re-EDITS!

**Due on or before MONDAY, Dec 13th at 5PM**

Below are the guidelines for the **FINAL Digital filmmaking portfolio** which is **due on or before MONDAY, Dec 13th at 5pm**. This portfolio should include **RE-EDITS of your films** along with **experimental WIP cuts** and **other media or art productions** that present a **polished and professional representation** of your film/video skills **and** your broader digital art skills. **Send me the link via email.**

**Background research!** Before you begin in earnest, take a **look at the portfolio designs used by other media producers**. They are pretty easy to find using Google, Vimeo, and/or YouTube.

**Presentation of self.** You should present yourself as an **INDEPENDENT MEDIA PRODUCER NOT** a "St. Mike's student with a few college projects." This is really important to me as it should be to you.

**YOUR MAIN FOCUS** should be in producing **an informative and professional-looking digital/web presence**. **Clarity, style, and maturity are of utmost importance.**

**Re-EDITS + Descriptions:** All of your early works need to be **re-edited** and **POLISHED** using comments and critiques that you received. You will need to submit a SEPARATE list which briefly describes what you did to "re-work" or "re-edit" each film.

**Proof reading, Copy-editing, AND Critiques are REQUIRED!!!** MAKE sure that you AND someone else proof and critique your site before submitting it.

**MAKE SURE THAT YOU TEST YOUR PORTFOLIO ACROSS DIFFERENT BROWSERS (Chrome, FireFox, IE, etc.) BEFORE SUBMITTING!!!**

## The Particulars:

1. You will need to develop your portfolio using either a YouTube or a Vimeo site (details below). However, given that these are both VIDEO-SPECIFIC MEDIA FORMS, you may also want to create a stand-alone WEB site.

**PreMAP your Digital Assets.** Make sure that you map out ALL of the types of **media assets** that you have to present *and HOW* you want to best present them **before** choosing a distribution mode.

- a. **YouTube Channel.** You will need to have a **Google** account in order to develop your own YouTube Channel and EVERYTHING that you post will be surveilled by the UBER-Lords at Google. However, YouTube is obviously a global standard for sharing media works. Make CERTAIN that you read through the "Terms and Conditions" of YouTube before posting any of your works.
- b. **Vimeo PRO Portfolio.** FIRST MONTH IS FREE, but then there is a fee (**\$/mo**) associated with Vimeo **PRO** Portfolios. However, this is one of the best distribution platforms currently in the world to see and showcase your work as an independent media producer. Make certain that you spend the time to examine other Vimeo-based portfolios and that you develop a strong tagging and linking system to define each of your productions. Most Vimeo Portfolios are designed in concert with a different portfolio web site.

Additional options.....

- c. **WEB SITE.** You can use **DreamWeaver, Adobe Muse, Illustrator, Pinegrow, Webflow** or **another web authoring tool** in order to create your portfolio site. Web sites allow for a much broader range of media productions to be presented and you can shape a user's experience in how you establish your navigation and descriptions.
- d. **Fee-based Site Builders: WIX, 4Square, Visura.** You may use one of these site builders programs. Most are fee-based. HOWEVER, **DO NOT** use the "FREE" version of **Wix or other "site builder" web sites** which display **BRANDED FRAMES** around your content.

**IMPORTANT!** The production value must be strong throughout your site AND **it should NOT look like it was created as a blog or by a "wizard" site tool.**

2. **Self-Branding--Artist's/filmmaker's STATEMENT OF PURPOSE AND FILM/TV/VIDEO INTERESTS.** Regardless of your distribution channel, you will need an **artist's/filmmaker's statement**. This is a short and well-written statement about your interests, approaches, goals, other types of media that you have an interest in producing. Influences. Future films. Relevant background information.
3. **Contact Information**—Email, Phone, Instagram, Facebook, LinkedIn, Twitter etc. (Whatever you feel comfortable publicly presenting which represents you as a Media Professional). **Make CERTAIN** that you are giving out **PROFESSIONAL** contact information.
4. **DESCRIPTIONS!** An enticing and informative **description** for each film and/or media project. If you are creating a web-based portfolio, you'll want a short **paragraph description of each film**. This should include the ideas and concepts behind the films as well as a description of the techniques you were working on in the film.
5. **Links + Descriptions to other "digital" productions** (e.g., art work, animations, writing, photo-essays, digital productions, etc.) Only your **BEST WORK** should be presented.