

FINAL ENV&ADV Portfolio and Re-EDITS!

Due on or before THURSDAY, Dec 15th at NOON: Send me the link via email

Below are the guidelines for the **FINAL** digital filmmaking portfolio which is **due on or before THURS, Dec 15th at NOON**. This portfolio should include polished **RE-EDITS of your films**. It may also include experimental WIPS (works in progress) and other media-art productions that present a polished and professional representation of your film/video skills and your broader digital art skills. **Additionally**, your final portfolio should include a **1-2min HIGHLIGHT REEL (set to music)** and a **short (1min) ON-CAMERA INTRODUCTION BY YOU**. **These should be posted on your own YOUTUBE or VIMEO CHANNEL.**

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, artistic, 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** (possibly re-done) and **POLISHED** using comments and critiques that you received. You should submit a SEPARATE list which briefly describes what you did to "re-work" or "re-edit" each film.

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

MAKE SURE THAT YOU TEST YOUR PORTFOLIO ACROSS DIFFERENT BROWSERS (Chrome, FireFox, Edge, Safari, 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, SquareSpace, 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 INTRODUCTORY STATEMENTS→WRITTEN and ON-CAMERA.** Regardless of your distribution channel, you will need **both** a **written and ON-CAMERA INTRODUCTION and 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, TikTok, 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. **INDIVIDUAL FILM OVERVIEW 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.