

FINAL ENV&ADV Portfolio and Re-EDITS!

Due on or before THURSDAY, Dec 12th 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 12th 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.. **These should be posted on your own YOUTUBE 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, Safari, etc.) **BEFORE SUBMITTING!!!**

The Particulars:

1. You will need to develop your channel/portfolio using **YouTube** (details below).

PreMAP your Digital Assets. Make sure that you map out ALL of the types of **media assets (films, slideshows, podcasts, etc.)** 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.

Additional options.....

- b. **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.
- c. **Fee-based Site Builders: WIX, SquareSpace, WordPress, 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 a **written 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 publically 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.