

FINAL DIGITAL FILM-TV-VIDEO Portfolio and Re-EDITS!

Due on or before THURSDAY, Dec 14th 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 14th at NOON**. This portfolio should include polished changes, tweaks, or **RE-EDITS of your films**. **It may also include other media-art productions** that present a **polished and professional representation** of your film/video skills **and** your broader digital media, audio, or art skills. **Additionally**, your final portfolio should include a **1-2min HIGHLIGHT REEL (set to music)**.

All of these should be posted on your own **YOUTUBE channel**. This is a PORTFOLIO YouTube channel. Therefore, it should reflect and represent the **BEST** of what you've produced.

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. See course web site for examples.

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 polished, tweaked, and **re-edited** 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 and DEVICES (Chrome, FireFox, Edge, Safari, as well as Macs, PCs, laptops, phones, etc.) BEFORE SUBMITTING!!!

The Particulars:

1. You will need to develop your portfolio using **YouTube** (details below). However, given that this platform is meant for VIDEO (and audio), 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** developing your distribution/presentation modes.

- 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, Illustrator, Pinegrow, Webflow** or **another web authoring tool** in order to create your WEB 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/or ON-CAMERA.** Regardless of your distribution channel, you will need a **written description of your channel along with a 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 maybe helpful here.
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.