

MGLA Demo Reel & Project Guidelines:

Demo Reels are the single most important tool that digital artists have to present their work. As such, MGLA wants and encourages all our attendees to present their demo reel to the audience at large. Demo Reels provide an excellent forum for constructive criticism as well as exposure of different techniques and styles.

Projects, especially when presented by the digital artists and producers who created the work, are especially encouraged. They provide the audience a “look behind the curtain” that normally only occurs when working on a project. Sharing both the design strategy as well as the steps followed in creating a project not only makes our audience better designers, it provides for constructive criticism to the presenters.

PRESENTING DEMO REELS

In order to be shown at MGLA meetings, demo reels should be no longer than 3 minutes in length. We encourage the use of creative editing and musical scores, as well as sound and transition effects. If you can, please credit any contributors, as well as any music credits at the end of the piece. One traditional format for demo reels is a 2-3 minute sizzle piece at the beginning, editing your best work to a music & effects track. This is usually followed by the best 4-6 pieces of your work in their entirety, with the music, voiceover and effects scoring included as used or aired.

Demo reels can be shown on VHS, DigiBeta, BetaSP, and DV cassette. Mac-compatible CDs and DVD can also be shown, but we reserve the right to defer showing them until after the other formats. No reservation is necessary to show a demo reel at an MGLA meeting.

PLEASE label your demo reel with the following information, and if possible, include an additional card or slip of paper with this info as well:

- 1) Your name, or your company's name
- 2) Your contact information, which should include at least a telephone number and email. Street address, run time, credits, URL and other pertinent information is at your judgment.

Present your demo reel to the designated MGLA host (currently Dan Warvi) at two times during the meeting:

- 1) Before the pre-session Question and Answer period. A co-host will be off-stage accepting demo reels until the Q&A session begins. The start of the collection is based solely on the MGLA co-hosts.
- 2) During the Break. Again, one co-host will be off-stage accepting demo reels. He/She will stop as the next presenter begins.

Demo reels will be shown during the last portion of the meeting. We reserve the right to cancel showing of demo reels at any time to make room for other presentations, but will try to do so based on audience feedback and progression of the meeting.

HAVE YOUR REELS CUED UP! Any reel that starts in Bars and Tone will be stopped, and the owner ruthlessly heckled. Reels will be played for three (3) minutes, and then stopped (completed or not, judgment of the co-host.) At the completion of all presented reels, if any reel that was rejected for not being cued up **MAY** be shown if time permits, **IF** we can fast forward/Rewind quickly and find the start of the reel.

If, for some reason, we do not show all collected demo reels by the end of a meeting, we will follow two sets of actions, based on the number of demo reels left:

- 1) If there are only a few, we will schedule them to be the first demo reels shown at the next MGLA meeting. One co-host will record the name on each demo reel, and safeguard that information for the next meeting. Each individual artist is responsible to collect his/her demo reel at the end of the meeting, and present it for showing at the next meeting.
- 2) If there are several demo reels left, all remaining reels will be returned to their owners, and we will simply re-collect reels for presentation at the next MGLA Meeting.

PRESENTING PROJECTS:

You can bring a videotape to talk over, or computer files to give us an idea of various stages of the project. The computer files should be Mac format, on CD-ROM or FireWire drive (we will **NEED** prior warning to ensure we can load other formats). We encourage you to try to come early - by 6 or 6:30 - so we can flight-check your files to make sure there are no problems later.

While we do have most of the popular applications available on the in-house system, opening original projects files on these applications can be both time-consuming and impossible, as the in-house system(s) may lack a certain typeface, piece of hardware, extension, driver, or some other project critical element.

Instead, we request you take screen snapshots in each of the applications used to create your project, and assemble those snapshots either as a layered Photoshop file, or as a sequence of frames you can step through in QuickTime Player. This way, turning on/off each layer or stepping through the frames while talking about the actions taken can quickly present a project without attempting to navigate numerous applications.

Also, please have the **FINAL** media available to show. This can be the On-Air master with final sound mix and other media, or the element actually delivered to the client. Formats are identical as those for demo reels. It would be helpful to show the final piece at the beginning of your presentation, as well as afterwards.

Please contact Dan Warvi (D2warvi@netscape.net) if you would like to show a project. Please do so 2 weeks prior to the desired MGLA Meeting to allow for scheduling, collection of media, etc.