



# MAKING A SHOWREEL

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# WHAT IS A SHOWREEL?

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A showreel sometimes can also be known as demo reels or sizzle reels. A showreel is a short video showcasing a person's previous work and experience. Showreels are usually produced by or for people in the creative industries. A showreel is often associated with actors but can also include filmmakers, animators, musicians, editors, and models.

- They are usually 2-3 minutes long.
- A highlight of your recent work.
- Used by hiring managers to determine you are fit for a job.
- Normally used to accompany your CV.

# HOW TO MAKE A SHOWREEL

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How to make a good showreel is entirely subjective. What will work perfectly for one role or agency, will turn others off. However, there are a few key elements in creating a showreel which will ensure you have the best possible chance of securing work.

It is important when creating your showreel to get permission from clients when utilising their property for your showreel. Also, consider using license free music to ensure you can share your showreel wherever you like.

There are no rules that say you have to create your own showreel. In fact, it sometimes makes sense to have someone else do it who can be more objective about your work

# WHAT MAKES A GREAT SHOWREEL

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- ✦ Cut ruthlessly
- ✦ Keep it short
- ✦ Start and end strong
- ✦ Think of it as an ad
- ✦ Match your reel to the vacancy/studio
- ✦ Make your role clear
- ✦ Show your workings
- ✦ Keep things simple
- ✦ Technique beats originality
- ✦ Avoid clichés

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