

Professional Portfolio Production

Assessment 2

Overview

For this assessment you will be required to submit three items and attend a pitch. The three items will be:

- Your Showreel.
- Your Website.
- A video critique.

The expected outcomes of each are given below, together with a breakdown of marks for each element.

Showreel

Your showreel should be no longer than 2 minutes in duration, though can be shorter than this.

Quality over quantity is the main focus. Your reel should be edited in a visually interesting style that sells your skills and abilities in your field of study. It should showcase the best of what you can do.

Think very carefully about the structure of the reel. How does it communicate to your audience? Is it stimulating to watch? Does it linger too long on items? Keep it punchy and moving along. What does it say about you and your work?

You should submit a video output. Please make sure you have compressed the output to below 256Mb. You should use an mp4 codec.

The showreel is worth 30% of the available marks for this assessment.

Website

Like the showreel, your website should showcase you and your work. It should demonstrate thought in design, access and ease of navigation. There should be sufficient information about who you are and what you offer. There should be a link to your showreel, which may be embedded in the webpage.

Layout and content should relay the necessary information without requiring the viewer to hunt for, or make a guess about, navigation elements. Layout and navigation should be clear and consistent, and display a thoughtful approach to the architecture of the site.

Think about how the website sells you as a professional and try to move away from being student focussed. Why would someone want to hire you on the strength of what is witnessed within your website? Can they easily find the information about what you offer and the quality of work you're able to produce? Can they contact you easily?

You should provide a link to your website in a text document which you will submit to Moodle. You must ensure that your website can be accessed via the web. If you have a preference for a particular browser that should be used to view your site, then please include this in the text file.

The website is worth 35% of the available marks for this assessment.

Video Critique

The video critique is instead of a report. You should capture your screen, as a video, and discuss your showreel and website as you navigate through them. You should discuss the approach you have taken to their construction and how you believe this promotes you and your work.

- Why have you produced the outcome that you have?
- What are the strengths of your website and showreel?
- What are the areas for improvement?
- How do you think the two help to promote you to the outside world?
- Why have you structured the two in the way that you have?

Your video should last no longer than 5 minutes. Videos of a shorter duration are permissible provided they adequately cover the necessary points.

Your video should be compressed so that the file size is less than 256Mb, preferably using an mp4 codec. You should upload the video to Moodle. Ensure that audio is captured and exported with the video. You should check this by playing back the video file prior to submission on a range of players.

You are free to use a screen capture program of your choice, so long as the requested formatting and output is achieved. For those unsure, or who do not have access to screen capture software, please refer to Moodle for a link to screencast-o-matic.

The video critique is worth 20% of the available marks for this assessment.

Pitch

You will attend an event in teaching week 12 (Tuesday 16th April) where you will deliver a promotional pitch.

The pitch will sell who you are, what your skills and abilities are and what experience you may have. Try to make it convincing enough for someone to believe in you and your capabilities and to make someone think you would be worth taking a chance on. You will also be asked some short questions following the pitch. You may wish to bring some visual material to display to provide examples of your abilities to back your pitch. However, you are not obliged to create a Powerpoint presentation.

Your pitch should be no longer than 5 minutes, though preferably much shorter.

The pitch is worth 15% of the available marks for this assessment. Pitches will be delivered in J block labs.

Submission Guidance

A link to your website, a copy of your showreel and your video critique, must be uploaded to Moodle by 17:00 on Friday 26th April.

All three items should be placed in a folder which is then zipped. You should name the folder using the format: Surname_Forename_BannerID, replacing with your details as appropriate.

On Moodle, in the assignments section, look for the link named **PPP Assessment 2**. You should click the link and follow the onscreen instructions.

The pitch will be made during class time on Tuesday 16th April (teaching week 12).