reel success

CREATING DEMO REELS AND ANIMATION PORTFOLIOS

cheryl cabrera

REEL SUCCESS

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REEL SUCCESS:
CREATING DEMO REELS AND ANIMATION PORTFOLIOS

CHERYL CABRERA

Focal Press
Taylor & Francis Group
NEW YORK AND LONDON

First published 2013
by Focal Press
70 Blanchard Road, Suite 402, Burlington, MA 01803

Simultaneously published in the UK
by Focal Press
2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

Focal Press is an imprint of the Taylor & Francis Group, an informa business

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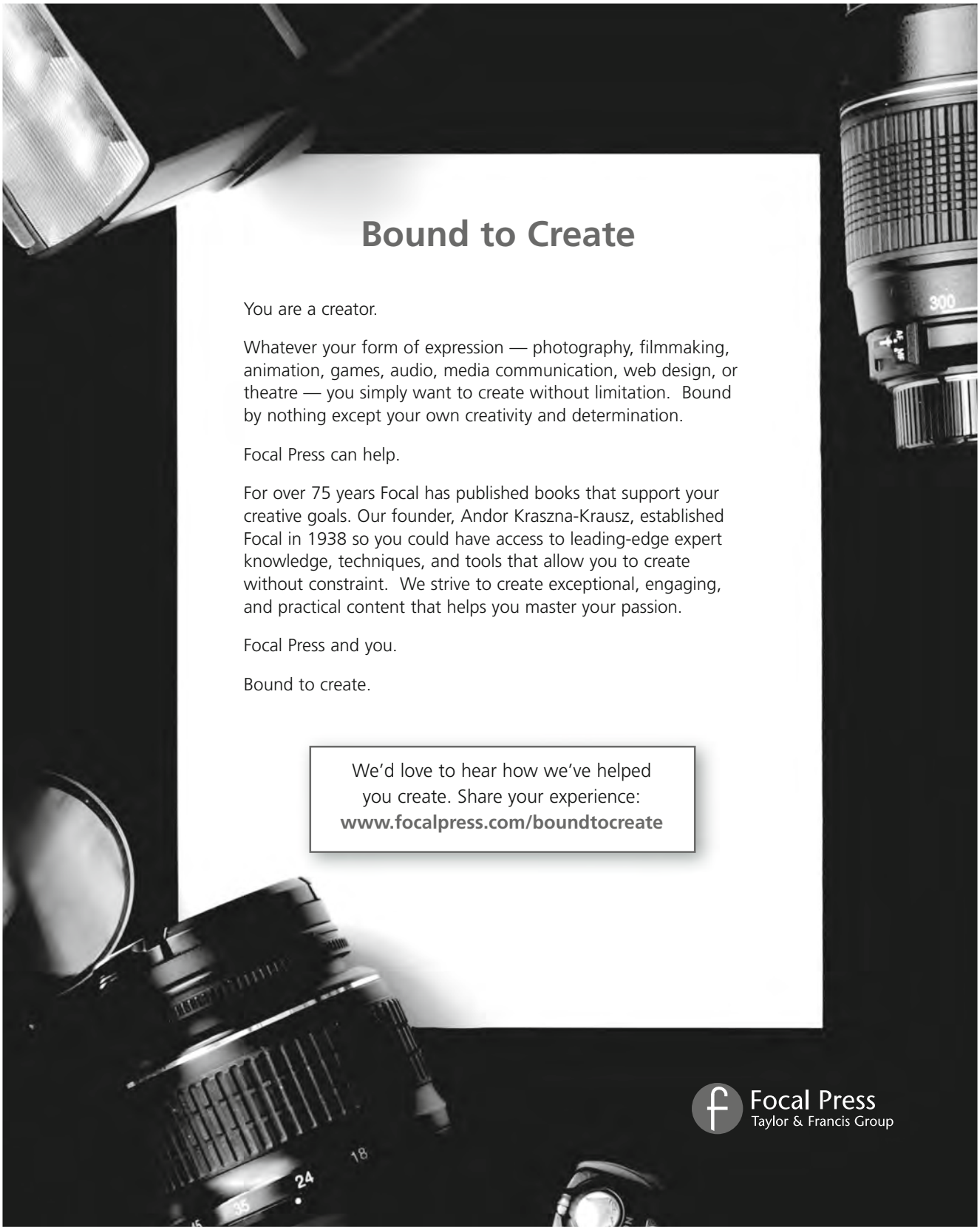
Library of Congress Cataloging in Publication Data

CIP data has been applied for.

ISBN: 978-0-240-82102-3 (pbk)
ISBN: 978-0-240-82469-7 (ebk)

Typeset in Rotis Sans Serif
Project Managed and Typeset by: diacriTech

www.reelsuccess.com



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Focal Press and you.

Bound to create.

We'd love to hear how we've helped you create. Share your experience:
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DEDICATION

This book is dedicated to my students,
past, present, and future,
as well as aspiring artists
and animators around the world.
This book is written for you.

and
in loving memory of my mother,
Jo Ann K. Cookmeyer

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ACKNOWLEDGEMENTS

Special thanks to the following people for their help during this entire process:

A special thanks to Caitlin Murphy, my editorial project manager, and David Bevans, Lauren Mattos, and Katy Spencer, my supportive and phenomenal acquisition editors at Focal Press. Their encouragement and confidence saw me through this entire journey and through every obstacle I encountered. I will be forever thankful for their support!

I want to thank my friends who have contributed their amazing artwork and words of wisdom, most of them former students and classmates of mine. Without them, this book would not have become so dimensional: David Bokser, Chris Brown, Sean Buck, Marcos Carrasco, Ashley DeMattos, Lauryn Duerr, Chris Jaser, Matt Justice, Bridget Kieffer, Heather Knott, Paul Krause, Joey Lenz, Melissa Massingill, Reece Mayer, Michael Milano, Hannah Moon, Aaron Morse, Marcelo Nader, Phillip Negroski, Rey Ortiz, Tonya Payne, Juan Rivera, Joe Rosa, Harrison Stark, Randy Stratton, Matt Sullivan, Becki Tower, Ben Willis, Jamex Xu, and Wei-Shan Yu.

Thanks to Tonya Payne, my technical editor, friend, former student, and inspiration. Her quick and thorough feedback was amazing.

Thanks to Joe Pasquale, my mentor and friend, for teaching me so much about this industry and guiding me when I created my first VHS demo reel and packaged portfolio.

Thanks again to not only the students but also the faculty, staff, and administration of the School of Visual Arts and Design and the College of Arts and Humanities at the University of Central Florida, for their constant support and questions of "How's the book going?" Extra special thanks to my colleagues and mentors: JoAnne Adams, Darlene Hadrika, Phil Peters, MC Santana, Stella Sung, and Natalie Underberg-Goode.

A special thanks to all my family and friends who have supported me through a very tumultuous time of my life, losing my mother to cancer and going through a divorce, which happened to coincide with the writing of this book. An extra special thanks to my brother, Eugene N. Cookmeyer II, sister-in-law Marlene Mueller, step-father George Tripkovich, soon to be daughter-in-law Taylor Roberson, cousin Vickie Dauphin Dewey, and Aunt Kathleen Ballweber. And in no particular order, my dearest friends Darlene Marr, Bob Owens, June and Bill Hackworth, Heather Knott, Virginia Kepner, Nancy and Hal Miles, Lucilla Hoshor, Jeanna and Joey Dysart, Penny Clarke Johnson, Tracie King, Tom Mavor, Randy and Ann Asprodites, Dana Niedergall, Dave Kaul, Lauren Lapointe, Heidi Poche, and Susan Weaver. Their love, support, and endless hours talking on the phone during my commute have proven to be invaluable to me. I don't know what I would have done or what I would do without them.

A heart-filled thanks to Marcos Carrasco, for helping me find my creative passion again and for showing me true love.

A super-duper special thanks to my children, Joshua and Nathanael, who give me a reason to wake up every morning and never give up.

Most importantly, I thank God, for His continued guidance and for giving me the ability to live my life with strength and grace.

PREFACE

I've been teaching animation for 12 years. Every day I talk to students about how to put together a demo reel and portfolio package. I write recommendations, do workshops, teach classes and have never been able to refer students to a book on the subject, because one never existed, until now. I am thankful to my publisher, Focal Press, for the opportunity to create this book.

I can't write this book without talking about the digital elephant in the room. The animation and visual effects industries are going through a tense time right now, and hopefully some sort of metamorphosis is going to happen for the better. This isn't anything new, really. Since I've been involved in this industry for the past 14 years, there has been an ebb and flow fluctuation of hirings and firings, and I've heard many stories from colleagues and friends who have been in this industry much longer than I have. It's time for the Phoenix to burn and rise again from its ashes.

Regardless of the current climate of our industry, we must continue to strive to be better artists and animators and try not to let this situation unnerve new artists and animators from entering the field. We must keep our standards high and set the bar higher. We must remember to never work for free no matter how much we want to work on a particular project. Our art form requires highly trained and talented people. We deserve to be treated as respected employees and not as indentured servants.

I truly hope this book helps you along your journey. I have created a website to support this book for FAQs and other postings. The website contains sample portfolios of actual student demo reels that landed jobs right out of school, as well as some that did not with a critique of what could have been done better.

You can see what has been done before and what actually works! There is also a forum area where you can post your reel for feedback. Please make sure to visit and check things out: www.reelsuccess.com

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ABOUT THE AUTHOR

Cheryl Cabrera has advised and guided aspiring animators, game artists, and visual effects artists since 2001. Currently teaching all aspects of production in the Character Animation specialization as an assistant professor of digital media at the University of Central Florida, she also taught as professor of animation at the Savannah College of Art and Design from 2001 to 2009. Cheryl is currently on the Board of Directors for the Animation Hall of Fame. She is a digital artist and animator who blends the lines between digital imagery and the traditional painting medium. She has participated in numerous group and solo exhibitions in the United States, and her works are featured in several private collections. Cheryl is also an Autodesk Certified Instructor in Maya and author of *An Essential Introduction to Maya Character Rigging*. She is a current member of SIGGRAPH, the Society for Animation Studies, and Women in Animation.

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