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# *Portfolio Checklist*



# Portfolio Checklist

## Your task:

- Read through our checklist and tick off the things you include in your portfolio. At the end write down 2 things you can do this week to improve your website and showreel.
- When you have updated your portfolio share it with us. We are @motionhatch on twitter and instagram. Can't wait to see your work!

## Your Showreel Checklist

Is your showreel easy to find? Usually, the best place for your showreel is on your home-page or at the top of your project/work page.

Is it under 1 min? Usually, 30 seconds - 1 min of your best work is the most effective length. Any longer and viewers usually won't watch all of your reel.

Are you putting your best work at the beginning of the reel? Doing will draw the viewer in to watch more of your great work.

Does your reel show your best work? Make sure you're putting your best work out there.

Does your showreel have clear credits underneath on the showreel project/work page?

*“The first thing I want to see is their showreel. Then if there's some nice bits in there I'll look for the full projects..”*  
-Karl Doran, Flow Creative

## What to avoid

- Does your showreel have the year on it? This can age the reel very quickly. You should aim to update your reel every year. Not having the year on it will make sure it doesn't appear old before it's time.
- You don't need contact information on your reel if it's sitting on your website. Just make sure it's clear where people can get in touch with you.
- Don't overthink your reel just do it! Getting the best work out there is the most important thing.

## Your Work or Project Page

*Usually not as important as your showreel unless you are trying to get direct clients. Some direct clients like to see projects related to their field.*

Is it clear how to view your work?

Can we click on a project to get more detail?

Do you have a clear explanation of the project and the role you played in it?

Do you have case studies showing the results of your work

Note: this can be particularly important for direct clients to show the process and how animation can impact their business.

Are you showing your best work first?

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*Sometimes motion designers put the whole project they worked on and forget to specify what their role was and what is the section that they did.”*

*-Iria Lopez & Daniela Negrin Ochoa, Wednesday Studio*

### What to avoid

- Adding every single project you ever did on your website. Just show the work you want to do.
- You don't have to show previous clients you've worked with to get hired. Including personal projects in your reel can be just as powerful if not more so. You can use them to showcase your unique skills and style.

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*In terms of the selection of work itself, quality over quantity. Only include your best, 6 bangers are better than 20 that includes a dud so bad that it brings down the whole median perception of your abilities.”*

*-James Taylor, Arcus Animation Studios*

## Your About Page

*The about page is often overlooked. It's a place where you can differentiate yourself from your competition, and allow potential clients to connect with you on a personal level.*

Make it personal. Have you told your client about yourself? Including:

What you do

How can you help

What you like or do in your spare time

Have you included your email address in the about page as well as the contact page? A simple "Get in touch with me if you have a project or collaboration you would like to discuss" and your email will suffice.

Have you been featured anywhere or done any interviews? List these on the about page too. This shows you're an expert in your field. BE PROUD.

“

*The About page. It's so underutilized... seriously. Companies hire people they like and trust, so show them that you're likable and trustworthy.”*

*-Joey Korenman, School of Motion*

## Your Contact Page

*Probably the most important page on your website. If people can't contact you they can't hire you.*

Keep it simple. You can contact me at [your email]

Have a form they can fill in underneath as well. Some people prefer to just copy and paste the email rather than use the form so why not include both?

### What to avoid

- We wouldn't recommend putting your phone number on your website. But some people might want to call you. So it's up to you. Sometimes having producers call you all the time isn't setting up good client boundaries.

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Congratulations! Now you have a website and portfolio to be proud of. Go out there and share it!

If you used some of our tips to update your reel and website share it with us via Instagram or Twitter we are **@motionhatch**

Can't wait to see your work!

