

What All Freelance Filmmakers Need In Their Showreel

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When it comes to breaking into the video production industry a filmmaker's biggest asset is their showreel. Without a good showreel filmmakers will find it extremely difficult to get work as a freelancer or to get employed as an in-house video producer.

This guide aims to highlight the five essential pieces of showreel footage that will help to guarantee that upcoming filmmakers get a positive break in the video industry.

Corporate Footage

Corporate video productions are one of the video industry's biggest streams of revenue. Businesses around the globe are always looking to commission video for internal and external purposes.

When it comes to employing a freelance filmmaker for a job employers always look to see what corporate productions they have captured in the past. In particular companies will be looking for a nice array of "talking heads" shots and polished, professional edits.

Failing to have any corporate footage in your showreel is a quick way to turn employers off. To ensure this never happens, contact local small businesses and ask if you can capture a few segments of corporate video. The businesses will appreciate the video content and that content will give you exactly what you need to strengthen your showreel.

Live Events

The breadth of the term "live events" is exceptional and as a budding filmmaker you should exploit that breadth to capture a wide variety of events, from conferences and lectures to festivals and shows.

Live events will provide you with brilliant showreel footage, which will allow you to compete for all sorts of cinematic jobs. Try to film as many credible events as possible because this will give your footage much greater merit.

Promotional Material

Promotional video content is something brands and businesses are always looking for. Everything from adverts to product demonstrations are sought after pieces of video by these companies and having an example of this sort of video in your showreel could really work wonders for you.

If you are struggling to find an opportunity to capture such content try to stage your own promotional productions to provide your showreel with some examples of this content. You can knock up a faux product demonstration fairly cheaply with a simple white background and a personable presenter.

Graphic & Illustrative Content

A cinematographer with a good handle on on-screen graphics is always one to watch, which is why including great pieces of graphic and illustrative content can really boost your showreel.

This content helps to solidify your skills as a filmmaker, not just a cameraman. Employers are always on the lookout for great editors and videographers with a talent for post-production work, as well as good camera work.

Something A Little Less Ordinary

The icing on the showreel cake should always be clips of a production that really sets your portfolio apart from any other candidate.

Coming up with this content isn't always easy, but the benefits of giving your showreel a key point of differentiation is essential, whether it's an engaging animation, a once in a lifetime event captured on film or somehow managing to document a spontaneous flash mob on film.

It is important to remember that this content should be executed to the same standard as your other work if not better. The last thing you want is for employers to remember your showreel for all the wrong reasons.

Summary

By bearing these five essentials in mind when you're producing your next showreel you can rest assured that you have all your production bases covered, as well as adding a little something extra.