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Personal Websites & Portfolios

Career Services Center Workshop

Why do I need a Personal Website & Portfolio?

- When applying for jobs, internships and transfer schools your audience will require samples of your work also know as a portfolio.
- Schools and employers require that your portfolio be digital, rather than paper work samples.
- Some schools and employers may accept PDF samples of your work.
- It is increasingly common that they would like to see the digital portfolio of your work stored on your personal website.
- It is important to think about your portfolio from the very beginning of your educational experience, so you are not scrambling for content at the last minute. It is a great way to catalog your work.
- Portfolios demand a great deal of time and energy to create. Knowing that potential employers will see your work may help you think about classroom assignments differently.
- Portfolios help you with networking, visibility and business building.

**When do I need
a Personal Website
& Portfolio?**

Job and Internship Timeline

The majority of internship are available in the summer. Very few internship exist in other semesters.

Please have your resume and at least 3 portfolio pieces flushed out by the application deadlines.

Internship Semester	Application Deadline
Summer	October, November
Summer	March, April

Personal Website & Portfolio Host Sites

Portfolio Host Sites

ArtStation and Instagram are great ways to share your work, but are not replacements for your own personal website or demo reel.

- **ArtStation:** <https://www.artstation.com/>
- **Instagram:** <https://www.instagram.com/>

Personal Website Host Sites

- **Square Space:** <https://www.squarespace.com/>
- **Adobe Portfolio:** <https://www.myportfolio.com/>

WIX is not typically recommended by employers.

Personal Website Domain Name



Best practice is to use your first and last name.

Some sites provide these, or you can purchase a domain name at sites like <https://www.godaddy.com/>

Personal Website & Portfolio Content

Recommended Sections For Personal Website

- **Your name.**
- **Title “3D Animator and Modeler”** (so they know what you do).
- **“About me”:** Include a small paragraph about you and your work.
- **“Contact me”** Provide a way for people to contact you.
- **Your demo reel:**
 - Demo reels will be used by animator, modelers, riggers, some storyboard artists to show animatics.
 - If your demo reel contains copyrighted work, you may need to password protect your reel. Be sure to include the password on your resume.
 - One minute length is plenty for a demo reel.
- **Your portfolio of work:**
 - You can break it into sections if you like: stop motion, 2D-3D, ect.

Recommended Sections for Portfolio

Most concept artist, character designers, storyboard artists will have portfolios.

The following information should be contained within your portfolio:

- **Your name.**
- **Title “concept artist, character designers”** (so they know what you do).
- **“About me”:** Include a small paragraph about you and your work.
- **“Contact information”** Provide a way for people to contact you.
- **Your work:**
 - You can break it into sections if you like: stop motion, 2D-3D, storyboards, sketching, life drawings, art work, etc.

Choosing Your Projects

Considerations:

Pick a [project / collection / design] that speaks to the customer you want to work for/attract. Show them that you understand their market, customer and aesthetic, and visually show them that you are the right animator for the job.

If you have multiple projects in each category you can choose the ones:

- you are the most proud of (if you love it, it will show)
- you learned the most from (mistakes are great, when you can share what you learned from them)
- that are most in alignment with your interests
- that is the most complete: that shows your design process clearly and thoroughly

Sample Personal Websites & Portfolios

Recommended Sections

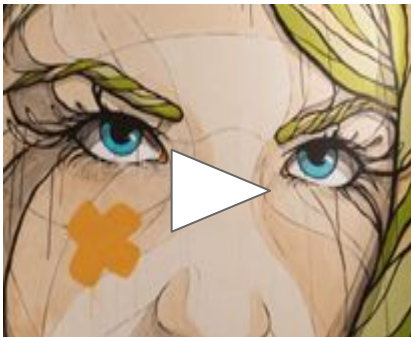
- Name
- Title
 - 3D Animator and Modeler
- Demo reel
- Portfolio of Work
- About Me
- Contact Me
 - Resume

First & Last Name

3D Animator and Generalist

REELS PORTFOLIO ABOUT RESUME

DEMO REELS



Animation Demo Reel*



Game Animation Reel**

*Photo by Roman Kraft on Unsplash

**Photo by Damir Spanic on Unsplash

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Portfolio of Work

First & Last Name

REELS PORTFOLIO ABOUT RESUME

3D Animator and Generalist



3D Animation Project Title 1*



3D Animation Project Title 2*



3D Animation Project Title 3*



3D Animation Project Title 4*



3D Animation Project Title 5*



3D Animation Project Title 5*

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Portfolio of Work

First & Last Name

3D Animator and Generalist

[REELS](#) [PORTFOLIO](#) [ABOUT](#) [RESUME](#)



Project Title

You may include a project description here if you like.

[back to work](#)

[prev / next](#)

About

In roughly 3 sentences tell them:

- who you are
- where you are located
- what kind of design you do
- what inspires you and
- your unique skills

First & Last Name

3D Animator and Generalist



Photo by Amir Babaei on Unsplash

REELS PORTFOLIO ABOUT RESUME

About

My name is first & last name. I am an aspiring 3D artist and animator. I am currently pursuing my AA in Animation at Santa Monica College.

My interests spread over a very large range; from realistic to stylized, scary to cute, funny to serious. To put it simply, I make what I want to make. I don't want to limit myself to any style or genre, and so I make art in all mediums, be it modeling in zbrush, animating in Maya, digital illustration in photoshop, or drawing.

The genres that inspire me most include fantasy, medieval, sci-fi, post-apocalyptic, and renaissance. My direct influences stem from creators such as Studio Ghibli, From Software, Bioware, Ubisoft, and Bethesda Games.

When I'm not making art, I love to play sports. I play rugby, practice martial arts, and box.

Recommended Sections

- Name
- Title
 - Outlined as portfolio sections
- Demo reel
- Portfolio of Work
 - 2D-3D
 - Stop Motion
- About Me
- Contact Me

First & Last Name

About **Demo Reel** Stop Motion 2D-3D Resume Contact



Demo Reel

You may include a project description here if you like.

First & Last Name

[About](#) [Demo Reel](#) [Stop Motion](#) [2D-3D](#) [Resume](#) [**Contact**](#)

Contact

Name

Email Address

Message

Submit

Personal Websites (including Portfolios & Reels):

- <https://katmessaging.com/about>
- <https://www.brendanmcasey.com/>

Portfolios

- <https://www.artstation.com/>

Personal Website (including Portfolios & Reels):

This example is a decent entry level example but the domain name should be the artists first and last name.

- <http://artboxanimation.blogspot.com/>

Support @ SMC



Classroom Support

ANIM 75: Career Development

This class helps you develop a career within the entertainment industry with a focus on the fields of animation, game design and post production. In this class you learn how to build and present a resume, demo reel, personal website, or digital portfolio of your work. Whichever tool is required in your field when applying to internships, jobs and transfer schools.

Career Services

Phone: 310.434.4337
Email: careerservices@smc.edu
Webpage: <http://smc.edu/careercenter>
Instagram: <https://www.instagram.com/smccareercenter/>

YouTube channel: https://www.youtube.com/channel/UChad0JT9Mzqip03jTmL8_zg/playlists?view_as=subscriber

Academic Counseling

For information on the program, assistance creating your educational plan, or exploring transfer preparation visit the SMC Counseling Center for the Center for Media and Design (CMD):

- <http://smc.edu/student-support/academic-support/counseling/contact.php>

There are different counselors and programs available to serve all needs. Once on the web page, to schedule an appointment, select the Center for Media and Design button.

Thank you.