

Branch Name:	Bachelor of Computer Application (Graphics Animation and VFX)
Program Code:	CS102
Course Title:	Portfolio Development & Showreel Creation
Course Code:	16-CAM309-3C
Pre-requisite Course:	Portfolio Development & Showreel Creation is Digital Compositing & Visual Effects (Nuke).

Course Objectives (CO):

- To develop a professional portfolio showcasing creative and technical skills acquired throughout the program.
- To guide students in creating industry-standard showreels for animation, VFX, graphics, and digital media careers.
- To enhance presentation, communication, and personal branding skills for professional opportunities.
- To prepare students for employment, internships, freelance work, and higher education opportunities.
- To develop industry-ready project documentation, portfolio presentation, and career development strategies.

Teaching and Examination Scheme:

Teaching Scheme (Hours. per week)				Evaluation Scheme (Marks)								
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory				Practical				Total
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min. Marks	Max. Marks	Min. Marks	Max. Marks	Min. Marks	Max. Marks	Min. Marks	Max. Marks	
1	1	-	2	09	25	09	25	-	-	-	-	50

Course Contents:

Sr. No	Topic	Total Hours	Weightage (%)
1.	Portfolio Planning and Personal Branding: Understanding portfolio requirements for Animation, VFX, Graphics, and Digital Media industries; portfolio structure, project selection criteria, personal branding, resume preparation, artist statements, LinkedIn profile development, and professional online presence creation.	15	25
2.	Portfolio Design and Project Presentation: Portfolio layout design, project documentation, case studies, process breakdowns, artwork presentation standards, project organization, visual storytelling, presentation techniques, and portfolio review methodologies.	15	25
3.	Showreel Development and Editing Techniques: Principles of showreel creation, project selection, sequencing, editing workflows, title design, motion graphics integration, audio editing, branding elements, presentation standards, and professional showreel production.	15	25

4.	Career Development and Industry Readiness: Interview preparation, communication skills, client presentation techniques, freelancing fundamentals, entrepreneurship awareness, portfolio review sessions, mock interviews, final portfolio submission, and professional showreel presentation.	15	25
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Course Learning Outcomes (CLO):

At the end of this course, the student would be able to:

- CLO1:** Develop a professional portfolio showcasing creative and technical competencies.
- CLO2:** Create an industry-standard showreel highlighting specialization skills and projects.
- CLO3:** Present projects effectively through professional documentation and visual storytelling.
- CLO4:** Demonstrate career readiness through personal branding, communication, and presentation skills.
- CLO5:** Prepare employment-ready portfolio materials suitable for animation, VFX, graphics, and digital media industries.

List of Textbooks

- Creative Portfolio Handbook – Harriet Atkins.
- Graphic Design Portfolio Strategies – Kristina Feliciano.
- The Freelance Manifesto – Joey Korenman.

List of Text Reference Books

- The Visual Story – Bruce Block.
- The Animator's Survival Kit – Richard Williams.
- Creative Career Toolkit – Mark W. Smith.

E-Resources / Web Links

- Behance Portfolio Platform
- ArtStation Learning Resources
- LinkedIn Learning – Career Development
- Adobe Portfolio
- Vimeo Creator Resources
- Animation Mentor Career Resources
- CG Spectrum Career Development Resources

Assignment Description

- Create a professional resume and artist profile.
- Develop a personal branding strategy and online presence.
- Organize and curate completed academic projects.
- Create project case studies and production breakdowns.
- Design a digital portfolio layout.
- Develop a professional portfolio website or PDF portfolio.
- Create a storyboard and structure for showreel production.
- Edit and compile showreel content using industry-standard software.
- Add titles, graphics, and branding elements to the showreel.
- Conduct peer portfolio review and refinement.
- Participate in mock interview sessions.
- Present portfolio and showreel to a review panel.

13. Final portfolio submission.

14. Final industry-standard showreel presentation and assessment.

Mapping of CLO, PO and PSO

Course Learning Outcomes	Program Outcomes (POs)												Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CLO1	H	M	M	M	H	M	M	H	H	H	M	H	H	H	H
CLO2	M	M	H	M	H	M	M	H	H	H	M	H	H	H	H
CLO3	M	H	H	M	M	M	H	H	H	M	M	H	H	M	H
CLO4	M	M	M	M	M	H	H	H	H	H	H	H	M	M	H
CLO5	H	H	M	M	H	H	H	H	H	H	H	H	H	H	H

H: High, M: Medium, L: Low