



SELL YOURSELF

And how to tell a story about the skills you have to become an audiovisual professional.

THE TASK

Main goal: make a short video describing the members of the team as audiovisual professionals. This is the first step about the main topic of the week in Madrid: building your personal brand.

Client: whichever company in the audiovisual sector.

Format: MP4 HD

60 seconds max each student. With all the pieces, a team video must be done. Feel free to edit them as you

think that generate more impact.

English language.

Free rights music.

STEPS

1. RESEARCH AND BRIEFING.

Think about your skills as a worker, **technical and non technical skills.**

Think about what you can give to a company.

2. SHOOTING AND EDITING.

Put everything in images in the simplest

way. This is not a commercial, is more a video curricula, so you can add any additional image or resource, but you are the protagonist.

Storytelling can be use. All you have learned about such topic can be implemented: emotions, surprise, suspense etc. **Don't think that a video curricula must be something boring, rather the contrary: think that you are selling the most important product.**

3. PRESENTATION.

The video is the presentation.

DEADLINE

On November 10th everything must be uploaded to the FTP.