

## Demo Reel July 2009 Shot List | Kristel Schmidt

Every shot in my demo reel is an example of my work at Shaw TV (Vancouver, British Columbia) or Orbital Vox Studios (Tallinn, Estonia). All of the motion graphics were generated using After Effects, Photoshop and/or Illustrator. The ads were assembled, finalized and output to beta SP or DVCAM using Final Cut Pro, Avid or Premiere.

1. *Urban Rush Style Guide* show segment open and promos (2008)  
Generated concept and motion graphics.
2. Concept design for a local magazine show (2009)
3. *Shaw Video On Demand* national ad (2008)  
Performed monthly video and graphics edits to promote new VOD releases.
4. *Dave Gahan - Hourglass* promo (2007)  
Received original footage from Universal Estonia, performed edits, added custom graphics.
5. *The Express* promos (2008)  
Modified existing show elements to generate a series of ads for the daily show.
6. *Korean Dramas* promo (2009)  
Edited original footage and added graphics for the Shaw Multicultural Channel presentation.
7. *Urban Rush Vancouver International Film Festival Contest* promo (2008)  
Generated concept and motion graphics.
8. *FIBT World Cup* promo (2009)  
Generated concept and motion graphics.
9. *Blazers Insider* segment promo (2008)  
Created motion graphics to promote a new segment of WHL Hockey on Shaw TV.
10. Easter Channel ID for Shaw TV Vancouver (2008)
11. *WHL Hockey* promos (2008)  
Created concept and motion graphics while integrating the existing look for the live hockey broadcast on Shaw TV.
12. *Auhinnakool (Award School)* ad for Selver grocery store (2007)  
Received vector graphics/photographs from advertising agency, animated all elements.
13. *Fortuuna.ee* (2006)  
Logo animation for the online betting company Fortuuna.ee
14. *Võida laptop (Win a Laptop)* campaign ad for Lay's (2007)  
Received vector graphics/photographs from advertising agency, animated all elements.
15. *Theatre Under The Stars* event promo (2008)  
Generated concept and motion graphics.

16. *FIBIT – Fashion is Back in Tallinn* ad (2007)

Added effects and animated pre-existing graphics for the Fall 2007 campaign for the Fashion Days at the central mall in Tallinn, Estonia.

17. Promos for *Urban Rush* (2008)

Used the pre-existing show look and elements to create a series of matching ads for the daily talk show.

18. *Warsteiner* beer sponsorship ad (2008)

Found stock images, generated concept, animated graphics for the sponsorship spot.

19. *Domino Collect-a-Barcode* ad for the Finnish cookie company (2007)

Received vector graphics/photographs from advertising agency, animated all graphics.

20. *Harrison Hot Springs* promo (2008)

Generated concept and motion graphics.

21. Canada Day ID for Shaw TV Vancouver (2008)

Generated concept and motion graphics.

22. Estonian Opera Theatre youth campaign ad (2007)

Received original footage from the director in charge, performed edits and added custom graphics.

23. *Nautimus* brand launch ad (2007)

Animated pre-designed graphics for the television commercial introducing the "Nautimus" sticker - a seal of approval by renowned wine experts.

24. *Joga Bonito. Liitu meiega (Joga Bonito. Join us)* campaign ad for Nike (2007)

Text animation and stylization.

25. *Nokia 3230* ad (2007)

Text animation.

26. Nissan ad (2007)

Text fx (explosion, Estonian slogan).

27. Lexus *IS 250* (2007)

Simple text fx.

28. Toyota Yaris *Suurväike (Bigsmall)* (2007)

Text tracking and replacement.

29. Album ad for singer *Maarja* (2007)

Received original footage from Universal Estonia, performed edits, added motion graphics.

30. O.B. *No leakage* ad (2007)

Text Tracking and replacement.

31. "Special Offer 1+1" campaign for L'Oreal Revitalift Day and Night creams (2007)  
Animation of all visual text elements.

32. Gillette *On mehele parim (The best a man can get)* (2007)  
Logo fx and animation.

33. Nestea ad (2006)  
Leaf rotoscoping and animation.

34. VISA *Enjoy every day* ad (2006)  
Replaced original text with a Russian slogan and matched the flare effect to the original.