Media Map Draft

Cinema Pacific
Film Festival

From films to live multimedia performances and art exhibitions, Cinema Pacific Film Festival is definitely a transmedia festival that contains visual arts, performing arts,and digital arts. Using visualizing channels to engage audience tends to be more effective and attractive. As a result, Instagram, PlaceStories and IMDB may be able to provide opportunities to attract the global audience.

- Instagram
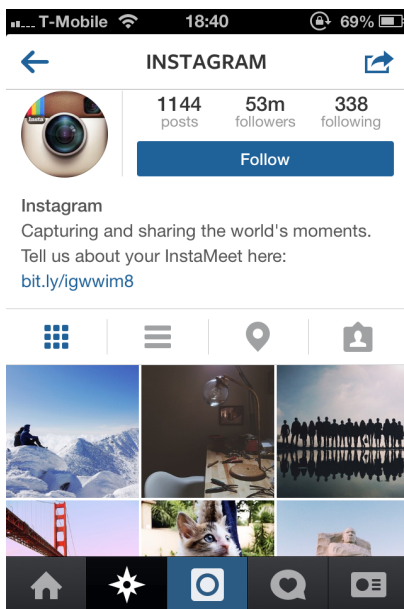
Launched in 2010, Instagram is an mobile photo application that offers people to share photos and videos online. The most distinctive factor of the application is that the users can apply photo filters and share them on the web to the other social media, such as Facebook, Twitter and Flickr. Instagram now has more than 50 million users and is adding new ones at the rate of roughly 5 million per week.

A festival has numerous images and photographs that are valuable to share with participators not only to the audience, but also to the staffs and guests.

Possible Usages:

✦ Use hashtag to draw users and gain more followers.

✦ Follow mainstream film festivals to increase visibility.

✦ Post one photo a day for 3 months before the festival and twice a

day when the events happen.

goldenglobes ▾

Golden Globes The Official Instagram account of the Hollywood Foreign Press Association (HFPA) and the Golden Globe Awards. http://www.goldenglobes.com

| **377** posts | **122,271** followers | **19** following |

Follow

resource: instagram.com/goldenglobes

- PlaceStories

PlaceStorie is an website, which allows people to share different types of creative contents and projects. Moreover, it can communicate and interact with related communities through the website. This digital storytelling platform provides an opportunity to Cinema Pacific to create an geography map that can show the audience what contraries it focuses every year and give more introductions
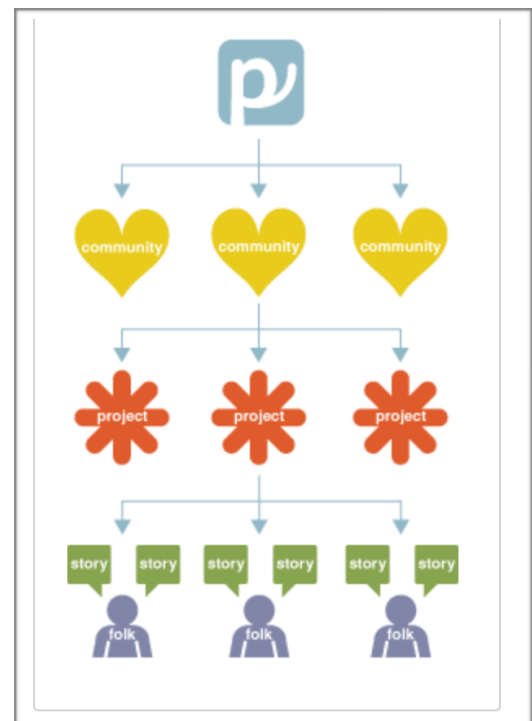
about the movie.

The festival features a wide selection of new films and media art from Pacific-bordering countries, including nations in America and Asia. At certain degree, the festival is likely a nation-oriented festival. A map can show the scope of the festival.


Possible Usages:

✦ Create a map that illustrates where the showing films came from.

✦ Create a project showing the event's venue across UO campus and Eugene.

✦ Join the art learning and education communities on the website to promote that Cinema Pacific is an teaching and learning film festival.
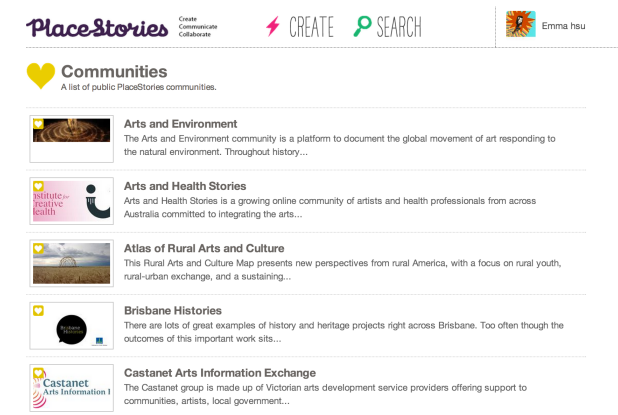
- IMDB

IMDB stands for Internet Movie Database, it contains database and information related to films, TV shows and video games. Launched in 1990, the website provided users to contribute new materials and edit existing entries. In recent years, IMDB became the largest movie searching engine around the world. In 2014, IMDB had 2,761,073 titles, 5,674,381 personalities in its database, and 50 million registered users. it has one of the largest web traffics around the world, also it connect to other social media, such as Facebook(4,978,761 like), Twitter(1,049,964 followers), and mobile applications that reach different groups of audience.
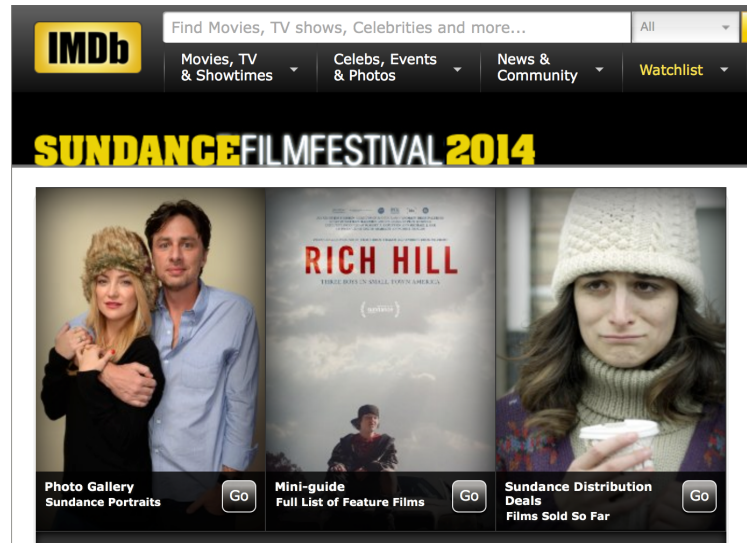
- ✦ Register as an industry member and create a page for Cinema Pacific.

- ✦ Upgrade to "IMDBPro" to get people's contacts and industry connections.