
Weekly Journal (Week 1-5)**-Week2:**

-I did have a tough time to think about my video topic especially for marketing and promotional purpose. Because I didn't have real working experience at least at this time, I have to hypothetically make something for practice. Finally I decided to make a video about Chinese food, basically introduce how daily Chinese cooking looks like...to "hypothetically" promote Chinese cooking culture for a certain organization.

-Week3:

-Superficial learned about the iMovie, trying to practice editing with some photos only. (Searched from Google)

-Prepared for shooting my own video resources. Including technics and personnel. (Borrow camera from friends)

-Utilized illustrator and Photoshop to create posters for WJS one or twice a week. Improve their poster design factor and diversity.

-Collected marketing survey results and present as a report but not with Excel or Word version. Identifying what kinds of venues or channels are effective to promote WJS's events. Has already reported to my marketing director.

-Week4:

-I've already got iMovie and Premiere in my laptop as my main video editing tools.

-Finished video shooting task and wrote a shooting script.

-Took first step to edit video. Just got a draft.

-Week5:

-Learned how to use iMovie and already finished first draft of the video! Just used basic cutting function with simple transition effects.

-I am planning to add some subtitles and finding some basic music as

background.

-I am still searching for new recourse that could be edited via Pr CC. I am going to explore learning Pr as much as possible.

-Continuing make poster with AI for WJS this week.