COMPARATIVE TECHNOLOGY MIDTERM REPORT

To be honest, it surprised me a lot when I got into the first step in video shooting and post-production editing area. I truly like this course setting and its teaching style. It is a total open area for me to grasp whatever I want. Thus according to my interests in marketing and promotion, I chose to continue exploring something more useful for marketing and publicity purpose, that was video making and editing I thought.

After first learning experience with Eric on fall term, I learned a lot about the Adobe, such as illustrator, InDesign and Photoshop. Besides that I was planning to do something that could combine my previous studying experience in mass media and program production. At this time I got an opportunity to work with WJS as marketing assistant, so I would have more chance to work with poster design with Ai and Id. But it seems a little difficult to get image materials from WJS as my video editing recourse, so I would like to adjust my learning goal and found other topic for my assignment. I decided to shoot by myself and I had some similar background after all. Therefore, during the first three weeks I was struggling for topic confirming and resourcing finding. Then I decided to promote Chinese food for a hypothetical organization to create a video trailer for "them" with 30 or 45s.

Next step is identifying editing software and installing to my mac, iMovie and Premiere CC would be ideal tools for me. So I asked help for my friends who are working in this field to provide Pr to me. (iMovie is already in my mac). At the same time I was preparing for video shooting and borrowing camera form my friends.

Then I finished video shooting on week 3 and download Pr on my mac. It is a record of Chinese food cooking process including two dishes. Then Eric suggested me to write a piece of shooting script. Thus the task on week 4 is video collecting and script writing.

Finally I have finished a draft version about my video on week 5 through iMovie. Familiarized with iMovie is not an easy start for me, because I only used mac for seven months and I didn't have any video editing experience before. The biggest question is my iMovie version is the latest one with Chinese language, which is different school's computer. Fortunately, iMovie is very user friendly and easy to pick up. Eric just taught me some basic function that I can practice by myself. Editing is a time-consuming thing but is very interesting I think and also could give me a sense of achievement. So now I am almost finishing video footage task and need to add some details.

My next step is adding transition, subtitle, and audio file, editing timeline and also considering learning to use more creative effects and explore more interesting plugin.

However, this is just my first practice assignment for this course. iMovie is indeed different from Pr. So when I finishing first video I will going to work with Pr. The good thing is I already got an available video resource to practice Pr and I still have enough time to learn about Pr.