COMPARATIVE TECHNOLOGY FINAL REPORT

It was my exploration stage of video editing from week 1 to week 5. I was trying to map my project in early April and now I have already done. And from week 6 to 10 is my actual execution phase. What I have learned during this process was not only the editing itself but also time planning, information searching and self-learning ability especially for computer technology.

Everything is hard in the beginning. But the most difficult thing is to get started - the rest will be easier. I just mapped my program for this course on week1 and 2 according to my current interests and working requirement. I am interested in marketing or advertising sector, so I want to create a path along the publicity goal. Video trailer might be my first choice.

Since copyright is a serious issue, how can I get the editing resource? It is not appropriate to download from the website and label my name on it. But I never try to shoot only by my own. However I have had an experience on shooting as a teamwork and video editing with Premiere, thus I decide to challenge myself. And I want to introduce Chinese Food, because Chinese Food culture is famous around the world for its long history, going round wide area, large population, transcendence of cook and deep culture details. I borrowed camera and tripod from my friend to create a video trailer for "Chinese Food Festival". I want to make this video as a marketing and promotional material, so it cannot be very tedious and distract audiences' attention. My keys words here are concise, lively and appealing.

From write a shooting script to shoot by myself to edit with iMovie and Pr CC to revise the final product, I made full use of human and material resources in this

process. Through this learning experience, my photographic technique has been improved and my design and creativity skills have been explored too.

An important thing in video editing is focusing your video trailer to the mission of your project. For example, since I spent so much time to shoot by myself, I definitely don't want to cut every picture at all. But I have to keep the timeline within one minute because this is not a cooking program but a video trailer just for attracting more attention in the limited time. Marketing material is different from programming for TV station. I have to actively create an atmosphere for festival to make this video be relaxing and delightful for each audience or customer. Besides time issue, music selecting is also very important in advertising field. Sometimes background music will become a crucial factor in the success of advertisement。 So compared with adding subtitles or sounds effects, I spent more time in choosing music. I know for professional advertisement company they will custom-tailor a special music for every ad but I cannot do it as professional as they are. But what I have done is keeping my music as a whole part and extends my video time to 1 minute and 5 seconds. And I talked more details about sounds effect and background music searching work in my journal.

After midterm, I sent my video draft to some of my friends and also got feedback from Eric. He suggested me try to don't dazzle audience's eyes and use the same font in the video. For instance, there are many good resources library both online or in the iMovie, but just keep my transition, border style and font color be suitable and succinct as much as possible and do not try to use many fancy decorative factors to draw audience's eyes. The content of the video is the core

product! So I choose "Impact" of my font for English subtitles and (in Chinese calligraphy) "regular script" for Chinese subtitles.

Admittedly, sometimes video editing seems like a boring and time-consuming thing because I have to edit, revise or modified video so many times and repeatedly imported and exported video between in the iMovie and Pr CC, but I have to say I truly enjoyed this process. And it will be very interesting and fresh for audience who watch the video just one time, but as an editor I have to watch it back and forth as the unit of frame. But I like to be a designer, so it is a kind of thing that could make me happy and give a sense of achievement. I can swim from one place to another to create my video, like PS, Ai, Pr, iMovie. And my next step is improving my production capacity both for video editing and website design.

Certainly at the same time, I am doing poster and marketing survey design for WJS until now. I totally make more than 10 posters, two marketing surveys and eight-weeks music listings. I can play with Ai more skillful than the last term. I can basically deal with some images or pictures with PS when Ai is not available for some special effects.

There are two parts for project evaluation. As for the video, I sent the final video to my friend, the person who lent his camera to me and acted as a cook in my video. He is good at photographing but not at shooting, so when he said he liked my video, I know I made a little success. And as for the poster, when I went to the Jazz Station to see my poster had been posted on the wall, I know this is the biggest recognition to my work. And I have added the question about the

poster attention in the second marketing survey to learn about how people think about our poster and where is the ideal place to see the poster. I also recommended my marketing director to add a watermark of our logo in the survey, and finally we printed them out for 100 copies and prepare to distribute to public in this month. I will know the market response when I back to school in Fall. I hope I will help WJS to improve their brand awareness through all work I have already done up to now.

Video password: 911108