Tina Li

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AAD 610 Comp tech

COMPARATIVE TECHNOLOGY MIDTERM REPORT

Based on my capstone project, I've discuss with my adviser John to determined the direction of study. At the beginning of this term, I proposed the idea that I would like to create a project that not only can centre on my research area, but also assists me have in-depth understanding the features of micro film advertising through practice. Until now I am still working on it but experienced many straggle.

After week 2, Eric suggested me to start practice. By using IMovie I thought IMovie is really suitable for leaner who are in the first level. I talked with Eric, he recommends me use IMovie and Adobe Premiere editing video in the same time. So I start edit the same video in different software.

The process is interesting and complicating when I editing my video. Sometimes, I think IMovie is convenient than Premiere; on the other hand, Premiere has more special effects than IMovie. One thing that makes me feel so depressed that I found Premiere is no longer what I familiar one, its update speed so fast, I even feel strange on the most basic control interface. So I search the video to re-learn again in week 4 and week 5.

Moreover, I find only one software may not enough, I utilize IMovie, it can help me remove the subtitle of the video easier which I can not remove on the Premiere, but I planning to learn how to add the mask in premiere.

In conclusion, I was search a lot of materials and make sure the style I want to utilize by practicing edit video. Everything are not absolute, IMovie more suit for beginner but it can handle problem easier, Premiere needs to spend more time to learn, but it has a lot of effects. I will still work on my video editing, and utilize this two software.