

Comparative Technology Final Summary Report

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AAD 610 Comparative Technology is an open course that I can select what I want to learn. After first meeting with Eric, my project direction was utilizing the short video to accomplish story telling and marketing in Chinese museum. Based on my case study, I create a micro film advertising for The Palace Museum.

Review my learning goals, I would say all the learning goals are achieving:

- I learned IMovie and Premiere, comparing their functions.
- I find the style of my video and make it interesting.
- There is a lot material I can use; those materials help me extend the plot proceeding.

After Midterm report, I do the several aspects revise of my video:

First is use the background to add some brief introduction before every transition, because last time when I show the part of video to the

viewer, some plot they could not immediately understand. So I consider that only the subtitle might not pass on the whole story very well.

Second, I make a simply storyboard. I figured that the story of my video is telling the Chinese culture, so it might hard to expression well to other viewer. Use storyboard to show the synopsis before they see the video, it might better than see my video without storyboard.

Through clip the micro film advertising, the process provides me more details to understand the characteristics of micro film advertising; Those practicums help me analysis the micro film advertising communication characteristics. The advertising courses incorporating theory and practice, it also helps me in-depth understand the micro film advertising of content, role of advertisement signalling in expanding popularity and motivating the consuming behaviour of the audience.

After the analysis case study and the practical learning of editing video, based on the combination of the characteristics and advantages of micro film advertising and the case study of National Palace Museum, I come out three recommendations for Chinese museums from three aspects, In terms of communication form, communication contents and production cost.