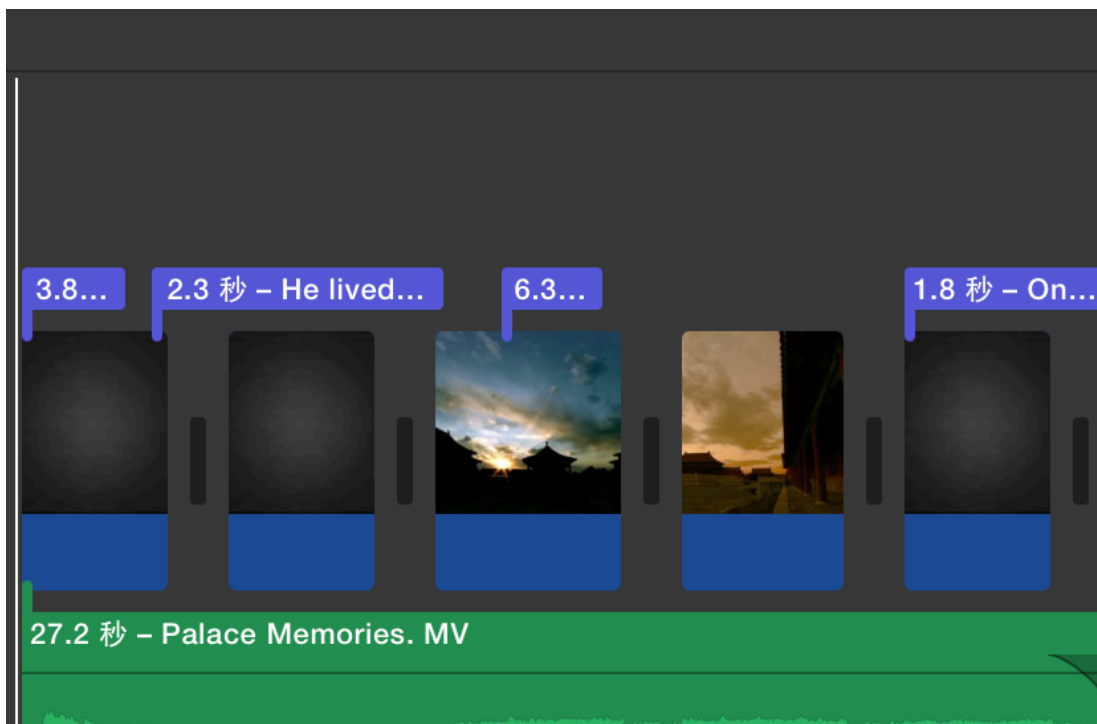


# WEEKLY REPORT

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## WEEK 6

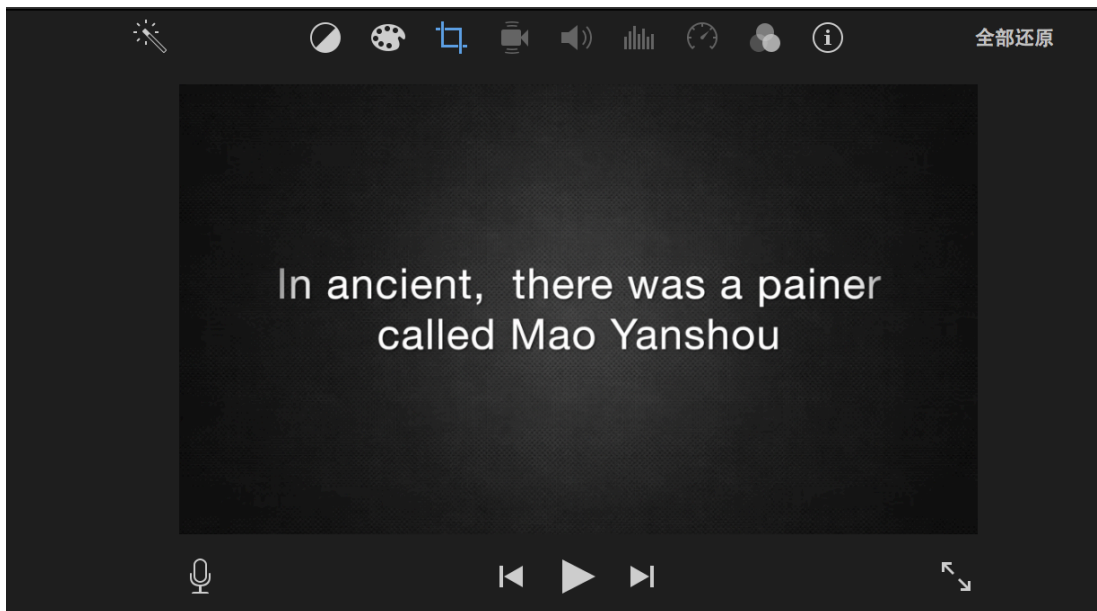
After midterm report, I got some feedback and start to think how to revise my video. As I mentioned before, midterm report like a brain storming, that I can get more inspiration from other student who are focus on the video editing. I saw Jordan's video, that give me deep impression, even she used After Effect. I was considering my video should add the synopsis before the story start. If necessary, I should add it to explain the story before every synopsis.



## WEEK 7

This week I do the research, and try some way that can add the synopsis. I find a very easy way that is find a background picture, and input in iMovie, then I can put the word what I want.

Through editing my video, I find that iMovie is really convenient, it can use for everyone even they don't have basic knowledge.



## WEEK 8

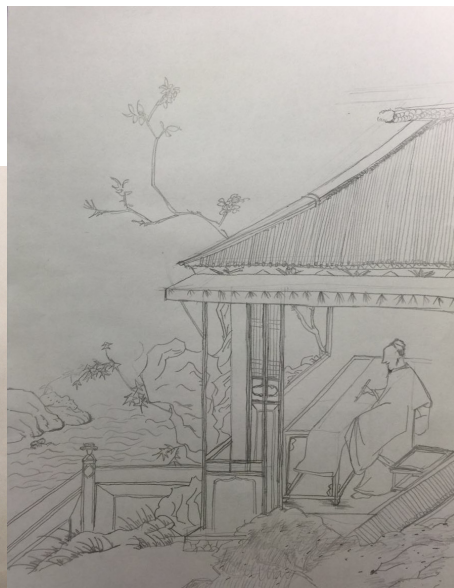
All the week I focus on my final project paper, combine the coursework with AAD 610 Comparative Technology. I realized that by editing the video, I can analyse my case through different aspect, such as approach to video, video clip, the performance practice... The course let me have a several perspirations to do

the analysis. According to these course experience, I come out my conclusion and recommendation for the micro film advertising.

## WEEK 9

Continue to revise my video and come out the final version.

Review my video and storyline, it might have cultural diversity which some classmate could not understand the whole story. In order to help all the audience to understand my video, I make a simple storyboard, hope it can help understand.



# WEEK 10

## Final presentation

