

An Empirical Study on Library Micro Film Creation

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Abstract: Micro film is favored by librarians for its characteristics of micro investment, micro duration and micro cycle. With the combination of static and dynamic, the library and micro film inject new vitality into the library, improve the utilization rate of resources, and attract more librarians to step into the tide of micro film shooting. How to make high-quality micro films and whether they can achieve publicity effect are the most concerned problems of librarians. Taking the micro film shooting activities in the library of Xianyang Normal University as an example, this paper introduces the reader oriented micro film shooting mode and its existing problems, hoping to provide theoretical basis for more library micro film photographers.

Keywords: Micro Film; Advertising Video; University Library

Introduction

With the diversified development of information resources, readers have higher requirements for information demand and access, which has a great impact on the external publicity and education mode of the traditional library. A popular new publicity mode was born - micro film. In 2012, Tsinghua University's library micro film "Falling in Love with the Library" won Best International Marketing Award at the 78th International Federation of Library Associations and Institutions. As the most influential new form of communication in library marketing, micro film has maintained a good momentum of development. More libraries began to try to use the marketing model of micro film to innovate library services^[1]. On December 5, 2016, the library of Xianyang Normal University and Wanfang Knowledge Service Co., Ltd. released the micro film creation competition of the library of Xianyang Normal University, and carried out the micro film creation competition of students' self editing, self directing and self acting with the use of the library and various rules and regulations as the main content. The whole shooting activity lasted more than half a year, and finally completed the micro film with the theme of "Paper Meets You". In the process of micro film production, we have encountered many problems and gained a lot of experience. Through the promotion of micro film and its comparison with the playing effect of traditional educational video in the library, the author finds that micro film is more popular with readers as library publicity film. Therefore, the author summarizes and analyzes the library micro film creation activities of Xianyang Normal University, summarizes the problems existing in each link of library micro film production, and puts forward the corresponding solutions.

1. Walk into the library micro film

In 2010, there was the first micro film in history, Cadillac's "Hair Trigger"^[2]. In September 2008, MTV "Good morning, library" compiled and released by the library of Taiwan University was widely circulated on youtube, which not only attracted wide praise from the library community, but also verified the innovation road of publicizing the library. On October 24, 2011, the library of Tsinghua University launched a series of short plays "Falling in Love with the Library", which opened the prelude to the application of domestic micro films in the library^[3]. The novel publicity mode of micro film has injected new vitality into major libraries. In the past, the quiet library was accompanied by various promotional films in the form of film stories, which brought new vitality to the library and attracted more readers to the library, playing a role in publicity and promotion.

2. Cause

Micro movie refers to a video clip that can be played compatible with a variety of new media platforms and suitable for viewing in a mobile environment. It has the characteristics of “three micro” of micro time length, micro investment and micro cycle. Low cost investment makes this form of activity more suitable to be carried out on university campuses. There are three reasons for making micro films in the library of Xianyang Normal University. One is that the educational short film being used is too serious. After several years of investigation, it is found that the educational short film of this mode gradually loses its attraction to modern college students, and can not achieve the purpose of publicity and teaching. There is an urgent need for a more novel educational publicity mode. Second, focus on the library to promote publicity through activities, and make use of the micro film shooting process of the library to enable college students to actively participate in activities and have a deeper understanding of the library. Third, the micro film of the library can enrich college students’ campus cultural life and provide students with new practice and activity participation mode.

3. Creative process

The creation is mainly divided into two specific operations: online and offline. The wechat official account is used for the online release of activities and the solicitation of opinions. The creative process is divided into five steps.

3.1 Script collection

Publish the micro movie script solicitation activity on the library’s wechat official account. Led by readers, hold a discussion with the students of the drawing management committee before publishing, and transfer students of all grades to collect opinions. There are no restrictions on the lines of the script story, and there are restrictions on the publicity content of the micro film. The contents to be reflected in the script include the introduction of the library, the methods of borrowing and returning books, the use of electronic resources, the borrowing rules of collection resources, etc. In the whole process of script solicitation, it needs to be verified that it must be original by the author.

3.2 Script selection

3.2.1 Selection process

The selection process is divided into two parts: online voting and selection, and offline jury evaluation. The online selection process adopts the assignment weighting method. Online readers’ voting accounts for 40% of the scores, and offline judges’ primary selection accounts for 60% of the scores. The first part selects six scripts, which are determined by the readers’ vote and the selection results of the first judges. The main basis of the first jury selection is to check whether there are languages that are not suitable for college students’ code of conduct, and the second is to check whether the publicity content of the library is described accurately. The second part of the selection process is to finalize one of the six primary scripts. The selection is based on the integrity of the story plot, whether the content is positive, whether the introduction is complete and accurate, etc.

3.2.2 Determination of judges

First of all, invite the directors of all departments of the library to act as judges to investigate whether the contents of the library involved in the script are described accurately. Secondly, students’ representatives of all grades are invited to participate in the selection to select the plot of the story, so as to ensure that the script not only meets the needs of students, but also has the role of publicity.

3.2.3 Script modification

Invite the judges to put forward modification opinions, continuously refine and complete the final modification.

3.3 Actor solicitation

Determine the roles according to the person setting of the script;
Publish the final script and role requirements on wechat official account;
Determine the registration conditions and selection basis of actors;
Post tweets of actor solicitation on wechat official account.

3.3.1 Audition of actors

The selection of actors requires two rounds of auditions. The first round of audition was selected by the shooting team, and the second round was selected by the judges composed of library teachers and student representatives. The performers can prepare a performance of no more than three minutes by themselves, which can be performed in teams or by a single person. The judges will score the candidates according to the performers' performance to determine the final role candidates and candidates.

3.3.2 Making micro films

The micro film shooting team processes the script by shot;
Organize shooting team, equipment and clothing props;
Confirm the photographer;
Confirm the site and time;
Shooting activities.

3.3.3 Post production

Determine the later stage site, computer equipment and production software;
Post editing, dubbing and synthesis processing;
Make up shooting and post shooting of unqualified lens.

3.3.4 Review and modification of micro film

Organize student team and teacher team to watch and put forward modification suggestions;
Based on these modification opinions, make up shooting and re-make.

3.3.5 Release of micro film

Publish wechat movies on wechat official account;
Organize students in the school to watch micro films in batches and carry out campus publicity;
Use various micro video release channels for publicity and promotion.

4. Existing problems

4.1 Script writing issues.

As a promotional film, we should consider the audience's perception. In addition, for college students, the promotional film should not only have the factors to attract readers, but also the main content should be sunny and positive.

When collecting scripts for micro films in our library, considering that students have a better understanding of the needs of readers, there is no limit on the color of scripts. During the activity, it was found that the overall view of college students in writing scripts was not enough. The main color is gray love series, and the literary style occupies the main tone. Although the library publicity content is interspersed, the overall theme is emotional, and the publicity focus is not prominent enough.

4.2 Micro film shooting team

Micro film shooting requires not only scripts and actors, but also the coordination and cooperation of the technical creation team. The contents are as follows:

Planning and publicity: responsible for the production of activity plans, publicity posters, and the production and release of various wechat push copies.

Hardware support: determine the meeting, shooting site and environmental layout. The equipment includes cameras, reflectors, lights, aerial photography equipment, etc.

Software support: clothing, props, cosmetics, etc.

External liaison: communication with various departments.

Screenwriter: organize script selection, modification and mirror splitting.

Personnel management: actor selection, standard formulation, determination of division of labor, etc.

Fund management: fund budget, expenditure, etc.

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Management team: coordination and communication of various events.

5. Suggestions

Determine funds and equipment: determine the source of funds and equipment guarantee in advance, and specify three to five sets of shooting equipment. Comprehensively consider, list the required expenses and determine the needs.

Determine the script: determine the publicity direction and make the content positive. The content of the script is mainly library content, supplemented by stories, with bright colors.

Team building: technical team support is needed, and experienced teams are needed for split lens processing, extension shooting, radio, etc. Editing and dubbing in post production have high technical requirements, so it is necessary to determine the shooting team in advance.

Post production: invite students of all grades to watch, put forward opinions, modify and make-up shooting, and make repeated improvement. But we need to pay attention to the change of the main line and pay attention to the details.

Publicity and release: use various channels for publicity, such as wechat official account, microblog, circle of friends, microblog, etc. It not only publicizes micro films, but also publicizes library resources.

6. Summary

The shooting and publicity of library micro film can not only enrich the cultural life of university campus, but also publicize library resources and play the role of reading promotion. Shooting can be combined online and offline, and attract extensive attention of readers through the release and tracking of online activities, with remarkable publicity and promotion effect.

References

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