

Research on the Integration of Writer, Director and Supervisor in the Creation of Wenzhou Wedding Micro-film

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Abstract

A wedding is an important event in one's life. But with the development of the society, people living standard rise, many earners swifty for many wedding etiquette provides a simple wedding records are no longer satisfied, the pursuit of individual character, especially the young generation is unique, all want to leave the most meaningful images on their wedding day for his watch, and to share with my friends.

Keywords

Micro film; The wedding; Shooting; process.

1. Introduction

Traditional wedding photography is basically a simple matter of holding a camera, pressing the start button, and shooting, recording, and following through. Now tend to be more delicate wedding video creation route, to the wedding as the main line, with two people's character, hobby and emotion story as the foundation, to join what happens in a couple of emotional elements, according to the new favorite style, through elaborate layout planning and movie artistic processing, with story, episodic, aesthetic visual performance, To tell the couple's emotions, as well as the wedding in the unforgettable details and moving moments.

2. Project analysis and overview:

2.1. Corporate tenet:

A wedding is an important event in one's life. We aim to make personalized and unique wedding videos for the young generation, leaving the most meaningful images on the wedding day for themselves to watch and share with friends. The shooting process of the pre-wedding film, which pursues the delicate creative route of fear of snakes, is shown in Figure 1.

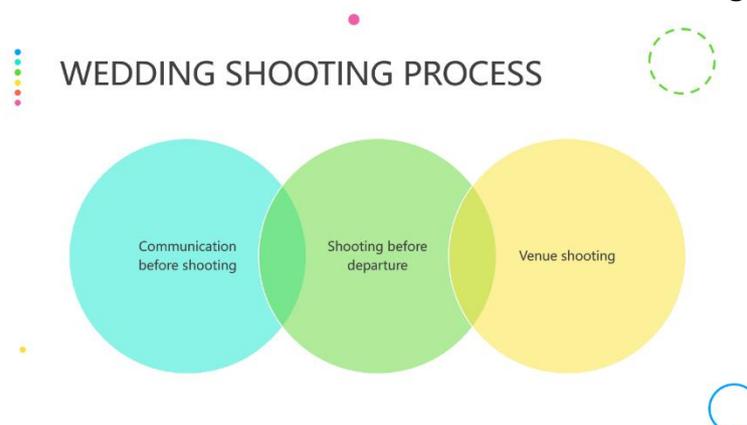


Fig. 1 Shooting process

2.2. Business opportunity analysis:

Wenzhou as China's wedding industry leading level of development of the region, the popularity of wedding photography is very wide. In Wenzhou and the surrounding area, all wedding videos and photos are indispensable. With the increasing emphasis on weddings, more and more people are making pre-marital micro films. From 2014, when the term "pre-marital micro movie" first came into the public eye, to 2018, it has become something familiar to every newlywed. Four years of change, four years of popularity, Wenzhou City appeared a lot of mature shooting techniques, excellent quality of the work of the wedding camera companies and studios. Such as true image, Okfilm, Nudu impression, Mustang and so on

2.3. Market Prospect Analysis:

Wedding photos can only express a moment of frozen state, and flat things have no language and action, but through the way of film can retain the real process, more memorable. More and more people are now paying more attention to video recording than static pictures.

2.4. Industry analysis:

According to the data of the national macroscopic survey, the cost of each couple's marriage in the countryside is about 300,000 yuan, and in the city it is about 600,000-1 million yuan. The wedding alone accounts for 1/5-1/6 of the total cost. Nearly a third of the cost was for video and photography. Traditional wedding photography is basically a simple matter of holding a camera, pressing the start button, and shooting, recording, and following through. Now tend to be more delicate wedding video creation route, to the wedding as the main line, with two people's character, hobby and emotion story as the foundation, to join what happens in a couple of emotional elements, according to the new favorite style, through elaborate layout planning and movie artistic processing, with story, episodic, aesthetic visual performance, To tell the couple's emotions, as well as the wedding in the unforgettable details and moving moments.

Because the client did not give specific sample requirements, so the entire layout and style had to be determined first. After learning about the customer service, determine the theme of the feature and the overall environment. I have tried several designs of different styles and submitted them to the customer. After confirmation, I began to process and typesetting pictures and environment according to the most satisfactory style theme of the customer. To understand the molding process of a product is to learn from the shooting, in the study of shooting skills at the same time, but also always pay attention to the shooting should pay attention to the problem. After the photo is taken, it is necessary to use graphic design software to process it. Generally, Photoshop is used to process a series of pictures.

Finally, the processed pictures will be sent to the technical department for review. After the review is completed, the pictures will be typeset using typesetting AI and other software. When everything is ready, upload the image to the image space, as shown in Figures 2, 3, and 4.

3. Product services and introduction

3.1. Business scope:

Pre-marital micro film shooting, wedding video, wedding quick cut

3.2. Business philosophy:

Time can go far, the image with long life, we use the most emotional image to help customers record the most beautiful memories and stories.



Figure 2. Environment matching



Figure 3. The layout of the environment



Figure 4 collocation of colors

3.3. Competitive advantages:

We are really for the sake of customers, to shoot their own micro films, never impose their own ideas on customers, only to speak out their own ideas for customers to reference, let customers really to interpret their own stories. Every time we shoot, we will communicate with customers carefully, and make efforts to improve the opinions of customers, strive to do better, and strive

to make customers more satisfied. In addition, from time to time, we will also launch a micro film with different themes for guests to enjoy and choose.

3.4. Advantages and features:

- (1) As young people born in the 1990s, we are better able to catch the taste and trend of young people than the older generation
- (2) Wedding micro films tend to be younger, and their customer groups are mostly people aged between 25 and 30
- (3) As a growing group, we have a stronger and more persistent pursuit for works

4. Marketing

4.1. Marketing mode:

Through the combination of online and offline mode, new works can be released online on video platforms such as microblogging meipai, so as to gain popularity and promote the studio, and at the same time attract people who like the works to come and shoot for appointment. Offline, we cooperate with etiquette and wedding shops to provide customers with the most convenient and favorable color shots, and at the same time, we can also recommend customers to each other to accumulate a stable customer group.

4.2. Marketing market and promotion target:

For wenzhou's wedding photos with film market, as one of the wedding industry thriving several sites across the country, wenzhou's wedding in the market at present is in a state of saturation and a half, many personal studio and team have mushroomed generally come out, but the price is quality levels not neat, and we are different is that we have with the more formal professional work ability. Our customer groups are mainly the post-90s and post-80s generation, because they are younger and different from the post-70s and even post-60s generation. They are more likely to accept new things, accept things like micro films, and attach more importance to wedding records.

4.3. Analysis of competition and advantages:

Do the wedding ceremoniously lively and decent money, natural little not to run around, so in the eyes of many newlyweds and their families, preparing for the wedding is a time-consuming and laborious and have to do it. So cooperation with etiquette will undoubtedly make customers become more stable. But it's also the way most studios do it. Therefore, we are more likely to combine online and life, and make full use of the resources and network around us through the opportunities in school to accumulate potential customers, so as not to rely too much on etiquette companies because of customers.

- (1) Advantages: Young, with rich contacts around, and many potential customers to explore, strong learning ability.
- (2) Disadvantages: young, lack of experience and discipline, may not be experienced enough in the face of many things.

4.4. Personal advantage analysis

Before joining the studio, he had participated in many photography competitions and had taken many pictures for the school.

5. Team introduction

5.1. Composition of Members:

Pre-shooting: 4 people, post-production 2 people, finance and logistics 1 person, customer service sales 1 person, a total of 8 people

5.2. Equipment investment:

1. Three Canon 6D full-frame cameras 2. One DJI Spirit 4 aerial camera 3. One DJI such as stabilizer 4. Professional shooting lenses (wide Angle, fixed focus, long focus, etc.) 6. Large slide rails 7. A number of photographic equipment
Total investment of equipment: 123,000 yuan

5.3. Workflow:

Customer service sales is responsible for communicating with customers; The early team members are responsible for the planning of the early script and the shooting of the early material. · In charge of the post-editing of materials, and the packaging of film and television special effects, as well as timely communication with customers to complete the film; Financial logistics is responsible for the daily fund flow of the studio, daily purchase and consumption of shooting props. The shooting process is shown in Figure 5



Fig. 5 Shooting process

5.4. Team management and system:

Daily work: The studio implements the commission system. Everyone has the minimum basic salary. The rest is to participate in the work according to the principle of "pay as you work". After the completion of each order, participants can draw a certain commission calculated into the salary. According to the established system, violation of the system, such as late, will be deducted by the system of a certain penalty.

Year-end: also implement the shareholding system at the same time. At the end of each quarter, a financial officer is responsible for settlement. The profit of this quarter will be distributed according to the proportion of each person's investment.

6. Benefit analysis

6.1. Benefit Analysis

Films vary in content, length and price. The price of a 3-minute short film is 3,000-5,000 yuan in the commercial market, and the same fee will fluctuate according to the different equipment

needed for shooting. For example, the price difference between a video shot by two camera positions and a long film shot by aerial rocker arm is 2,000-3,000 yuan. For the shooting of a video, if the price is 3000 standard price, excluding 500 equipment wear and tear costs, 200 labor costs, 200 post-production, 100-200 journey and trivial expenses, the remaining 2000 or so is the net profit. So the revenue from video shooting is very substantial. As for the wedding tracking, it is 1200 for a single camera. Except 200 for the day labor and 200 for the post production, there is also a net profit of 800.

6.2. Character information is shown in Table 1

Team name	XXXX		
Role	Early photographer		
Professional title	Flyer & early independent photographer		
Mission	Early stage shooting of video & aerial shooting		
expertise	Video capture		
Education received			
Time	school	Professional	education
2016.9	XXXXX	Application of digital media technology	XXX
2018.9	XXXX	Application of digital media technology	XX

Table 1 Overview of characters

Team name XXXX

Role Early photographer

Professional title Flyer & early independent photographer

Mission Early stage shooting of video & aerial shooting

expertise Video capture

Education received

Time school Professional education

2016.9 XXXXX Application of Digital Media Technology XXX

Application of Digital Media Technology XX

7. Photographic methods and precautions

7.1. Shooting Environment

The beauty of a picture depends on whether the picture is clear enough and the pixels of the picture are not high. First of all, a clear, bright, simple picture is the main purpose of the shooting. On this basis, in order to make the picture look more beautiful, it is necessary to change the background of the picture to a white background, so that the product picture will look more clear and beautiful after being shot. The environmental process is shown in Figure 6.

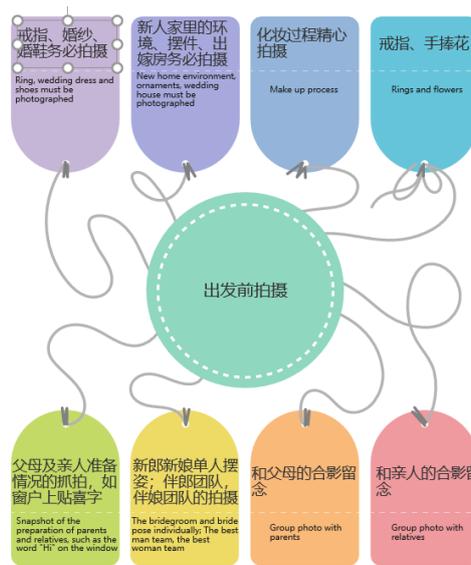


Figure 6. Environment matching

Secondly, the environmental conditions of the pictures are also very important. The booth can not be placed in the place where the light comes in, nor can it be placed in a very wet environment to shoot the products. Otherwise, it will be easy to expose after the pictures are taken, and then the pictures will be destroyed. Finally, the adjustment of light is also very important, light adjustment is not good, the picture will appear a lot of shadow, so that the picture is not beautiful, and the picture will become very dark, lose gloss. Before shooting, adjust the camera's pixels to the most suitable pixel, and the focal length of the shot should be adjusted. This is a booth where the company took pictures. The photo room is shown in Figure 7.



Picture 7 Photography room

7.2. Analyze the problems and modifications

In the process of typesetting, there will always be a variety of problems, problems we need to solve in a timely manner, timely modification. When the picture and layout are not appropriate, the need to adjust the size and color of the picture, adjust the placement of text and text. The pictures placed inside the page are basically arranged in rectangles to make it look neat and elegant. In terms of color, by adjusting the opacity, it can also make the highlights of the theme of the entire layout more clear. For some images that do not match the layout, we usually use the clipping tool or the path tool to draw a path and place the picture in the path to achieve the desired effect, as shown in Figure 8.

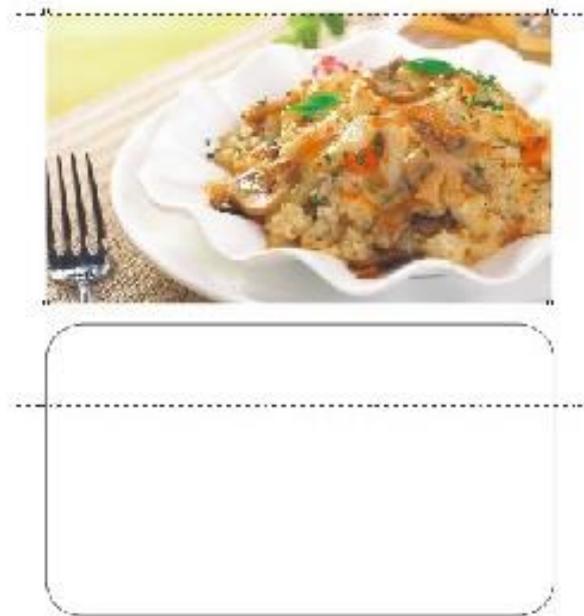


Figure 8 Picture adjustment

In the case of CorelDraw (CDR for short), 5 text alignment can sometimes be troublesome. At the beginning, when the text content in the original file given by the customer is directly copied and pasted into the CDR, there is a text can not be copied over, or paragraph, format, font is not neat, so it needs to be adjusted. So first create a new tablet, and then copy the text to the tablet, and then copy to the CDR, when all the formats are adjusted to the same, this situation is no longer the case.

In paragraph writing, when a letter or number doesn't fit in one line, it moves the whole paragraph to the next line, making it unattractive. So how do you get the letters and numbers to move on to the next line when that line fills up, rather than a whole new line? I tried adding Spaces, changing fonts, etc. In the end, the most practical solution was to place the text in a Word document and remove the carriage returns at the end of each paragraph. Then copy the text to the CDR software, and you are done. The shooting process of the venue is shown in Figure 9.

Picture 9 Shooting at the venue

8. Conclusion

We provide pre-wedding movie, the story of the couple with the way of film complete performance. Lasting between five and eight minutes, it tells the story of a love affair between a couple or a story invented at the couple's request and performed by the couple themselves. From our script to shoot to late and we provide the most thoughtful service for the guest, and we cooperate and wedding etiquette shop, recommend each other, so that guests can enjoy one-stop service with us less trouble contact stores everywhere, at the same time because of the cooperation, we can also give the most preferential price, thus to ensure repeat customers at the same time, Also can have the mutual recommendation customer source.

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