

Study on the Use of Micro-Films in Libraries: A case study of the Rewarded project of “Falling in Love with the Library”

Tang Gaofang

The Library of Beijing Normal University Campus, Guangdong, zhuhai519087, China

hunter2011@foxmail.com

Keywords: Micro- film, library, “falling in love with the library”,DV.

Abstract: As a new form of mass media and approach to make videos, micro — films proceed the old one of DV because it helps advertizing and popularizing the resources and services of the libraries. Based on the project “Falling in Love with Library” conducted by Tsinghua University Library, which was awarded first prize of 10thIFLA Inter-national Marketing Award, this study explores into the strategies of making library micro-films, including ways to specify the objectives, to improve the designs and to enhance high qualities through focusing on the analysis of the characteristics of micro- films.

Micro films are the hottest ways of video production and dissemination. On the basis of traditional DV propaganda video, it is necessary for the library to study micro-films’ creation mode, thus to make the library propaganda or resource service video’s production and propagation more influential.

Micro—Films

Concept and Characteristics. In 2011, Cadillac produced in cooperation with the Chinese film group the micro—film "Imminent Crisis", which is known as China's first micro—film. On the marketing aspect, the video is a great success, and it opened the marketing model under the background of new media. After that, the platform and the large number of micro—films appeared frequently on the Internet, and the concept of micro—film also become gradually known by the public. There are arguments about the definition of micro—film. The earliest concept of micro—film is put forward by Cadillac. Baidu wikipedia’s definition of micro—film is: micro—film is micro movie, also known as lithography. Micro—film refers to video clips specially applied various new media platforms, suitable for watching in the moving state and short leisure state, and it has complete planning and production system to support the whole story. [1]

The main characteristic of the micro—film lie in it has short duration, micro cycle, small investment, besides, it is played by new media. Short duration is the core characteristic of the micro—film, which refers to the super short time duration, the duration is generally between 30 seconds to 3000 seconds. Micro cycle refers to relatively short production cycle, which usually lasts only a few days, the longest period is only a few months. Small investment refers to the cost of making a micro—film is low, and the threshold of making it is low. [2] Using new media forms to play refers to the fact that the main broadcasting platforms are Internet and mobile platforms, etc., making it easy for users to watch it anytime and anywhere.

Comparison between Micro—films and DV Videos. DV is the abbreviation for Digital Video in English, meaning "Digital Video", which is a camera applying of Digital Video format to record the audio data, which can used to record the dynamic image of the material, and through the computer, it could be used to edit creative works of film and TV episodes in the later phase. [3]

Traditional DV videos are very similar to micro—films in time duration, production cycle, and investment etc., at present, the difference between them the current look mainly lies in the following aspects. First, the content aspect, the micro—film pays more attention to "storytelling", which means through the story to convey the information of product, brand, etc. Therefore, creativity is

very important to attract viewers, thus the micro—film’s narration must be completed in a short period of time, and the content should be highly concise. While the ordinary DV video story is just one type among them, at the same time, the forms of telling the story require less for the quality of the story compared with micro—films. Second, the mode of transmission, micro—film uses new media to play, and it especially pays attention to the use of video website and mobile device in the transmission. In the aspect of using new media, DV video dose less good than micro—film, most mainly played in the interior production unit. Third, on the quality of work, the film quality, sound quality and shooting techniques of micro—film are much better than ordinary DV works.

The Shortcomings of Library’s General DV Videos

In recent years, to improve their awareness and to promote the related resources or services, many libraries have made propaganda documentary or other DV videos [4], and parts of steering committee or the libraries even have held DV competitions. Judging from the present situation of video production, there are series problems about the general DV videos of current library: the documentary contents of library's propaganda routines are commonly old, which is often consists of the library history, library features, resource profile, service description, honor for glorious deeds, staff’s bearing, celebrations and other units, the above units arranges materials in the form of pictures and voice- commentary materials. The advantage of this kind of form lies in that it is convenient for the visitors to have a general knowledge about the library outline, but due to the fact it is too comprehensive, which makes it unavoidably too shallow, and the key points are not outstanding, which in turn makes it hard to impress the audience. Other common library’s DV videos are produced by the library or the readers. The DV videos produced by library are generally revolved around a topic, such as education of freshmen, book—searching method, and methods of how to use the database system etc. It is difficult for this kind of video to expound related details clearly in a short period of time through the lens or oral explanation. DV videos made by readers are generally about some kind of phenomenon happened in the library or stories occurred in the library background. Due to the fact that the content of this kind of video is relatively unique, novel, this kind of video could easily arouse readers’ interest. But there exist common technical problems, for example the lens is used improperly, or the sound is in poor quality, there are problems in terms of “narrative” of stories, fluency and integrity, at the same time.

In addition, in the aspects of playing and promotion, library’s general DVs generally take the big screen form and it uses the library homepage on demand form. The publishing platform for library using the Internet video is insufficient in active playing, so its transmission mode is relatively simplex, promotion effect is limited, and the recipients are relatively narrow.

The Advantages of Micro—Films in Libraries

Making micro-films in libraries can effectively solve the shortage problems of ordinary DV videos and at the same time improve the quality of library's propaganda and promotion work. First of all, micro-films have better plots. Therefore they can effectively convey the purpose of the library propaganda and promotion work. Under the condition that the users’ attention is highly focused, micro-films could improve their cognition of the booths and promotional points of the library. Take the freshmen’s entering the library education as an example, the ordinary DV lists of boring rules would make it difficult for the library to arouse user's interest, and the effect of education will also be discounted. If through the narrations in micro-films to display a scene of freshmen’s entering in the library, but because they can’t make the heads or tails of its rules, there goes a wonderful story, which would make it easy for the library to catch the attention of users, besides, by this way, the purpose of education in library could more skillfully infused into users. At the same time, the user may, under the appeal, to find some relevant regulations and rules to study. Second, because the platforms of micro-films in libraries are no longer limited to the interior library, but are open video interactive platforms, which would help to expand the effect of library's

propaganda and promotion work. Take the university libraries as an example, putting the micro-films in libraries on to an open video platform is in line with students' video search and viewing habits, which plays a huge role in attracting them to use library resources and services.

Analysis of the Context of the Micro-Film “Falling in Love with the Library”

In the evaluation of the 10th international marketing awards, among 39 application projects, including that of the United States, Canada, Australia, South Korea and so on more than 20 countries, the Tsinghua university library's video project “fall in love with the library” won the first prize. This video has typical characteristics of micro-films.

“Fall in love with the library” with Tsinghua university library as the background where the story happened, tells the story of a boy go to the library on self-study encountered the right girl, given the fact that the library self-study seats are limited, the boy tried every means to occupy a seat for the girl. But the girls have turned a blind eye to boy's message of occupying a seat for her. The boy thought the girl haven't noticed him, in a disappointed mood, there was a staff clean the seat, the boy was trying to stop him, the staff told him that he has been noticed for a long time, and the girl also told him in a smile that it's wrong to occupy a superfluous seat.

“Fall in love with the library” running 3 minutes and 44 seconds, which aims at advising readers not to occupy superfluous seats in the library, and it cleverly expressed the intention in the form of stories, on the plot design aspect, the film is quite interesting and easy to arouse audience's interest and college students' resonance. Compared with some libraries' DVs with some stories, the story of “fall in love with the library” is more innovative, and its plot are designed with more twists and turns. At the same time, the film quality is in high-definition format with full color and delicate composition; the whole film has clear timbre, its music designed properly to render the plots; at the same time, its editing is properly made making the plots that have larger time span could be clearly conveyed. In terms of communication, the film can be an on demand video that could be searched on portal website platforms -- such as YouKu and other network platforms, at the same time it is easy for the users to download, and the users can watch the film on mobile devices at their will. Of course, there are problems that the film has no opening design and no subtitles etc., yet, compared with the traditional library DV videos, this film can be called library's micro-film. Judging from the awards the film currently got the spread situation of the film in domestic libraries the film was a tremendous influence and also a domestic example of library video production.

Production Strategy of Micro-Films in Libraries

Micro-films in libraries represented by “fall in love with the library” can be used as a library development direction of library's video production. Of course, we still need to calmly take the situation that not all of the library's videos are suitable for creation in the form of micro-film. For example, whether the library's propaganda documentary aiming for reception and visiting is suitable to be filmed in the form of micro-film should get a further discussion. But the video creation of a lot of library resources, services and promote activities etc., using micro-film form is undoubtedly with better effect. To do a good job in library micro-film production, the following aspects should be paid attention to.

Have a Clear Production Purpose. The purpose of traditional library DV videos' production is not very clear. Some library works are follow suits with no clear themes. The production of micro-films in libraries must first has a clear purpose, namely to promote related library resources, services or activities. Even the main purpose is to public the library rules and regulations, which should also be classified in the category of how to better use the library service for users. The success of “Fall in love with the library”, first of all, lies in it has a clear writing purpose, besides, its main message to deliver is quite clear. At the same time, we should notice that, merely by relying on nothing more than just a video to let users have a deeper understanding on a certain subject is extremely difficult. Therefore, the production of micro-films in libraries should have attracting users' attention to issues as the main purpose, through this topic to attract users to

autonomous learning or do further communication with the library. Only through a clear production goal, the production of micro-films in libraries can be properly targeted, and relevant of material, financial resources and manpower can produce more value.

Tell Good Stories Based on Originality. Whether a library micro-film is a successful one is based on whether it could grasp the users' attention, and originality is the key of a successful library micro-film. Originality must be rooted in the life and work actuality of the library users, only by this way, the audience's emotional resonance could be aroused. At the same time, the idea must be unconventional, and the common design patterns must be avoided. In addition, the idea must be based on the subdivision of the audience and detailed research. The originality of university libraries' micro-films, for example, must conform to the characteristics and tastes of the new generation of college students, follow tightly the times and social development, and think in the form they would like, otherwise, the originality is only behind closed doors. The key of micro-films in libraries lies in telling stories, with an good ideas, how to tell a good story become the top priority. In order to tell good stories, one has to polish the script, and pays attention in the setting of the characters and the plot design. At the same time, the creation of shooting scripts is indispensable. The success of "fall in love with the library" lies in having a good idea and cleverly hiding the information to be transferred under the twists and turns of the plots. In addition, the actors, sets, costumes, props involved in the shooting of common DV videos are essential elements of a good story, no unnecessary explanation needed here.

The Micro-Films' Characteristics to Improve the Quality of Work. Micro—films in libraries must carry the features of long time duration, micro cycle and small investment. At present, the producers of DV videos in libraries are generally libraries or the library users, the funds are limited, the production time of the videos is generally shorter, but the production cycle is generally too long. Especially some videos made by the library, often due to their long cycle of production, a lot of content of the works is out of date when it is the time to release the videos. The production of micro—films in libraries must proceed on the basis of ensuring the quality of work. In the aspect of filming, the details of works must be seriously taken into consideration. High quality of the picture and the voice is one of the basic requirements. While on the publishing conference of the work, the Internet and mobile devices are the main publishing platforms. At the same time, in addition to the related works carried out in the library, one should make full use of the video portal websites- such as YouKu video website (potato) mesh, cool 6 network, and Sina video to spread related works in a timely manner. In addition, the library can depend on the situation to build its own publishing platform about homemade video resource, therefore to display the micro-films in libraries.

Conclusions

Micro—film is a great development of the traditional DV, in recent days, reading in video mode is quite popular, therefore the library should attach great importance to the development trend in this field, and make full use of micro—film to spread their own ideas, resources and services. Represented by Fall in Love with the Library , Micro—films in libraries should become the development direction of the new video production mode of library, the above trend deserves attention from the industry.

References

- [1] Micro—Film [EB/OL]. [2014-08-20]. <http://baike.baidu.com/view/4342291.htm>.
- [2] Kang Chutang. The Interpretation of the Marketing Model of Micro—Film in "Micro" Transmission Time. Press, 2011 (7) : 75-77.
- [3] DV [EB/OL]. [2014-08-20]. <http://baike.baidu.com/view/5529.htm>.

[4] Lu Bo. Discuss on the Education on Freshmen of DV Drama in Campus. Journal of Library Construction, 2007 (6) : 100-102.