Sketch Film Written Statement
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Everything was going that well from the very first beginning, my blog still couldn't get assessed as usual, couldn't post anything onto my blog, that influences to my video clips uploading and final sketch film editing. And due to some reason i finished the Sketch Film by myself, it is a really tough project for me to finish by myself. Anyway here are the responses for my sketch film.

1. How you have used the subtitles (what have you written? Why? What idea or effect where you hoping to achieve?)

First of all, subtitles can help viewers know more what a video is talking about. They make the point of video more obvious, sometimes the subtitles are relevant to the keyword of a video. Like the subtitles which I wrote for my group mates and mine. Subtitles show what we want say from videos. Subtitles are usually shown in the bottom part of the screen. Due to my sketch film is kind of the basic video editing of Media, so we didn’t use the voice-over to use voice and announcers to express the meaning of one video. Then we need to use subtitles to do the summary of each video.

Favorite Bite:

• For Deanna: I really love one of her videos- ‘Square’. She got quite Common idea with me, both of us used laptop keyboard to finish shooting the video clips. But obviously her one is way better than mine. Better image quality, back ground, well-edited. Especially the back music of this video clip caught my attention, it perfectly relates to her stop motion video clip of keyboard. When I was thinking about what subtitle I should write down for this video clip, a sentence just suddenly came out in my brain, it is really simple not even a proper sentence, but I reckon it is the best description of this video clip.

‘Keyboard -New melody.’ -- Deanna’s ‘Square’

• For Erni: After watched Erni’s video clip of ‘Blue’, I got different feeling of it. Actually it is a very simple and normal video shooting of blue cups. But the way she shot makes the different taste of other shootings.
‘Who said if there is only one color left in the world, it will be boring?’ – Erni’s ‘Blue’

- **For Susanna:** In my opinion Susanna’s this video clip is interesting of expressing the change of ‘Square’. Square doesn’t has to be the square shape things, it could be a combination then combine to a square. It’s really changeable. So I got the clue of the subtitle I wrote down for this clip.

‘Poker’s secret –Square’s mystery.’ – Susanna’s ‘Square’

- **For me:** Personally I prefer my video clip of ‘Blue’. The main point of this video I want present a feeling of freedom. I used the clue of ‘Sky-Blue color glass- Blue clothes- Blue paper plane model- Flying in the sky.’ It seems a bit stupid. But when i was thinking about what to use to express BLUE, the first idea came out was FREEDOM, NATURAL and FREEDOM. Blue makes people relax and enjoy. Blue symbolism associates blue with freedom. Blue is the colour of loyalty and faith. In colour symbolism around the world, blue represents sky and air, the source of life.

‘I want to soar in the sky like that little blue paper plane looking for my freedom.’ –Leona’s ‘Blue’

2. **What rules have you used for combining and constraining the clips?**

In the final sketch film editing, keywords of these 20 video clips are the most important things. And it is the hardest part of the whole editing as well. In my sketch film, I used 4 keywords for the combination and constraining for 20 video clips, these were ‘Environment’, ‘Entertainment’, ‘Pollution’ and ‘Wonderfulworld’. All these 4 keywords combine into a clue going through my whole 20 video clips. Also about the choosing of keywords I spend quite long time to decide. Coz I want to use some word to express the feelings you gain after you finish watching the clips, it is kind of unexpressed word but necessary as well. But those four words I used are the most common ones can tell the meaning of each clip, they are simple, easy understand and sympathetic. Basically our videos aren’t focus on the design part, so I was thinking rather choose some easy and obvious keywords to combine and constrain the video clips well.
3. What are the differences you have observed or noticed between each of your three works?

Deanna’s video clips are more focus on the design and idea. Especially the background music. They are very match the video clips. They are perfect relates to each other. I got different feeling when I was watching her video clip of ‘Air’. It is a very simple video clip, but while you are watching it and combine with the background music, it was kind of different. It makes you try to dig out the back side of this clip.

Same as Susanna’s, they are amazing. What impressed the deepest are the clips about ‘Water’ and ‘Blue.’ Two well-edited clips with some apple video editing applications, it makes them more unique and special. ‘Water’ clip is brilliant and touching.

Compare with mine, we used the different subtitles and different in-keywords and out-keywords. And we used different thumbnails. Mine ones are worse...

4. Do you think the work is successful? How?

I don’t think the work is successful. I met a lot of problems while i was doing editing, and after i finished the sketch film at first time, when i re-checked the URL, i found out almost the videos' thumbnails didn't show up. I was so confused. After that I found out actually my thumbnail photos get problem, I changed them, but I still didn’t get it both the old ones and new ones are all used ‘JPG’ format. But old ones are not showed up. I re-do several times afterward because of my subtitles didn’t showed up. Also my video clips are not really focus on design and unique idea. I got several special ideas before, then all because of some reasons I didn’t use them. I know that excuse isn’t enough for being excuse. This time the experience of doing sketch film teaches me quite a lot of things. I really appreciate that.