

# Study on the Editing and Producing Method of Micro-film based on the Video Post of Video Clips

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**Abstract:** With the progress of modern science and technology, new media platforms have sprung up. It reduces people's pursuit for material life. People gradually begin to pursue spiritual culture. The appearance of micro-film caters to the needs of the public, which greatly enriches the cultural life. At the same time, it not only lets people watch the film, but also make them feel the profound cultural connotation, so as to guide the public to establish correct values, which is of great benefit to China's cultural construction. Based on the technology of vide-clips post, this paper studies the editing and production methods of micro-films, hoping to enlighten the micro-film production industry.

**Keywords:** Video post; Art; Micro-film making; New media

## 1. Introduction

With the rapid development of society, the rhythm of people's lives has become fast. The way to obtain information has shifted from traditional paper media to new media. The rapid and timely acquisition of information has become the main trend in today's society, so the emergence of network micro-film has quickly attracted the attention of the society. The emergence and rapid rise of micro-film is the product of the development of information society. However, any technology or industry that wants to survive in market must rely on perfect quality. For micro-films, if it wants to achieve good and healthy development in the new media era, its quality must be ensured. Therefore, it is necessary to carry out research on video-clip post in micro-films.

## 2. The Basic Connotation of Micro-film

### 2.1. What is micro-movie?

Micro-movies are mini-movies that are broadcast in a short time. The time is controlled from dozens of seconds to sixty minutes. It heightens the theme with one or more short stories. As the old saying goes: a sparrow may be small but it has all the vital organ, so does the micro-film. Although micro-film are short in time, it belongs to the scope of film. It also needs to be filmed according to the standard of the film. The basic elements required by the film such as time, place, character and storyline, are also reflected in the micro-film. Due to the rapid development of the network platform in recent years, the emerging media constantly reinforce. Micro-movie is rising in micro-blog, WeChat and other clients. It is mainly suitable for watching in short-term leisure and in mobile state.

Although the time of micro-movies is short, it meets the standard of the film. In editing, planning and other aspects the requirements are not low.

### 2.2. Several basic elements of microfilm

One, the storyline of micro-movies is simpler. Because of the length of micro-movies, it needs to be achieved in a short period of time. In order to tell a complete story within the limitation, the storyline must be compact with distinct skeleton, and the scene structure cannot be too complex, which adapt to the modern fast-paced life style as far as possible.

Two, the speed of transmission is fast. Due to the length of micro-movies, the physical memory it required to occupy the mobile terminal is small, which greatly facilitate the spread between public. People can also use social platforms to share video content and comment. The way of sharing them online accelerates the spread of micro-movies among people.

Three, micro-movies require a smaller scale of capital and short production cycle. It also has flexible and diverse distribution methods. Despite the diversity of micro-film elements, due to its short airtime it is much less difficult to make than a normal film. The capital required for micro-film is small and the main medium of distribution is the network media terminal. So, the overall requirements for distribution method is low.

Four, compared to large-scale production of films, micro-film production requirements are lower, and really make the dream that everyone can be a director come true. Because of the small investment in micro-film, each interested person can participate. As long as it meets the national standard requirements for the film and television

industry, it can be spread on the network. Micro-movies are not only a good vehicle for conveying the ideas of ordinary people, but also allow more movie lovers to participate in the industry.

### 3. Art Expressions in Micro Films

Although the production threshold of micro-film is low, the mass is very small. It is still a comprehensive art including dance beauty, sound and literature and is a high degree integration of modern art and life. From the beginning of micro-film production to the video editing and release, the whole process has artistic effect considerations. In other words, micro-film is an artistic expression. The first is the selection of the participating characters. The appearance and temperament connotation of the actors should be considered. From the artistic effect, it should make preliminary preparations for them. Then, the video-post and post-production need to integrate the acting and filming, which have specific artistic methods. A qualified micro-film cannot be separated from the natural performance, superb filming and sophisticated video production technology. Only these aspects of the level have reached a certain level can it present a high-quality micro-film for the audience. It strives to make the audience immersed into the film after watching as if they go through the situation personally. A right music can improve the level of micro-movies better and attract more viewers.

### 4. The Video-post Method of Video Clips in Micro Movies

The level of video editing in micro-movies is a key factor in determining the final level of micro-movies. Therefore, the video editing skills in micro-movies are particularly important. In order to further improve the editing processing skills in micro-movies and improve the audience's experience, it is necessary to use the method of video clips post to meet the audience's viewing needs. In general, in post-production of micro-movies, there is a dedicated team for editing video. The team must undergo professional video processing training with extensive editing experience. The staff responsible for video editing not only have skilled video editing skills, but also need to have a certain artistic understanding of the film, so as to ensure the artistic style that retaining in the process of filming. Micro-film clips are mainly using video fragments post method. The staff put video clips and sound materials together. In accordance with the order, they post the video and sound, and finally a micro-movie finished. If only technically is concerned, video clips are just a process of combining video and sound, but in practice it's still quite difficult to operate. Video editing is not a simple technical problem, and it also contains some artistic problems. If the editors in the video processing ignore the artistic connotation that micro-film

is to express, this post will make the art of micro-film greatly reduced only from a physical point of view. If the editor can use personal creativity in the editing process, he will be able to combine the artistic effects into the clips according to his own experience, and will be able to present the best artistic results. Whether each micro-movie lens can be handled reasonably will greatly affect the viewer's viewing effect, thus affecting the final clicks of the micro-movie.

#### 4.1. Using split-clip and connector clip lenses flexibly

The so-called split lens is to split a lens into two or more lenses, which are used independently. This way is common in micro-film editing. In video clips, there are several important principles to master. First, it is important to delete content that is not related to the subject of the film; Secondly, when connecting micro-film lenses, we should pay attention to the space-time sequence of the lens. Lens inversion isn't allowed to happen. In the course of the storyline, different time and space, such as recall plot, environment close-up and so on can be properly integrated. The rhythm of micro-film is an important criterion to evaluate its quality. In the clip progress, we should grasp the overall rhythm of the film and enrich the storyline. The purpose of the split-cutting and connector clip lenses is very simple, highlighting the main body of the film expression, downplaying the unrelated filming content, so that the storyline is clearly defined.

#### 4.2. Space-time axis of series lens

The lens is connected by a space-time axis, which may be a straight line or a curve. The space-time axis is determined by the direction of sight and motion of the subject. When making micro-movies, the axis law should generally be observed. For the audience, different filming direction may have different viewing experience. The artistic effect of the display is also obviously different. In the direction of micro-film filming, an important principle is to maintain the consistency of the lens, which are ensuring the order of the subject in time and space. It is precisely because of the consistency of time and space in micro-film shooting, so the editor is required to follow the space-time consistency of the shooting object in the video clip. The angle of shooting should be paid attention. The disorder space-time caused by improper editing should be avoided. For the video connecting, it is not a simple addition and subtraction. It should not only judge whether the direction of the lens is consistent to ensure the smoothness of micro-movies, but also to ensure the lens switch brings the scene change rationality, so as to avoid inconsistencies.

#### 4.3. Handling lens clips of motion properly

There are a lot of characters movement in micro-film filming, which is often unstable. It puts forward higher

requirements for editing. The motion lens in the micro-film is connected together by a short motion lens. The connecting process must maintain the continuity of the movement of the characters. Through the different angles of the lens conversion, the three-dimensional dynamic effect can be reflected, and the audience's immersive can be enhanced. In addition, through the transformation of motion lens, it not only provides the audience with a three-dimensional perspective, but also show the storyline of micro-film from different angles, especially the details of micro-film that increase the integrity and authenticity of the story. At the same time, the connecting of sports lenses must conform to logic and can grasp the stability and continuity of the story, and arouse the emotional resonance of the audience.

#### 4.4. Choose a video clip point properly

Clip points are a key factor affecting micro-movie lenses. The so-called clip points are a node in the video or sound transformation of micro-movies. A reasonable selection of editing points is of great benefit to improving the overall production level of micro-films. In different situations, the choice of clip points also shows differences. If the cheerful atmosphere of micro-movies wants to be heightened, the number of clip points can be increased. Using a large number of short lens connecting increase the speed of micro-movie screen and sound switching. On the contrary, when creating sad scenes, it is often necessary to have fewer clip points to reduce the conversion speed of short lenses, and use a similar approach to sound processing. In addition, we should not only ensure the lens and sound independent and reasonable, but also pay attention to that the sound and picture get reasonable match, to ensure the picture and sound consistency. If the two mismatched, it will seriously reduce the audience's viewing experience.

### 5. Choice of Micro-film Production Software

The connecting and post of micro-films must rely on the support of micro-film production software. An excellent video editing software also has a significant impact on the standard of micro-film. Currently, the mainstream video production commercial software on the market includes Hitfilm, Premiere Pro, Final Cut and so on. In

addition, Corel VideoStudio is an entry-level micro-movie processing tool. Micro-film editing and production skills determine the overall level of micro-film to a certain extent. In the original story frame, the application of connecting and post in commercial software can be dedicated to present the audience a brilliant works of art. The perfect integration of technology and art can be achieved and is also a very meaningful work.

### 6. Conclusion

In short, to make micro-film based on the method of video fragment connecting and post is the main technical means of the current industry. Micro-film production itself also requires the integration of technology and art. Superb video fragment connecting and post method can take the technical and artistic of micro-film into account. It is one of the main factors that determine the level of micro-film production. Therefore, the production of micro-film needs the use of video editing technology and skills as a support. The main mean is video connecting and post method. In micro-film production, we can fully integrate technology and skills. Only by doing so can we do a good job of post-editing. A micro-film with compact plot, clear story and specific theme expression can be created, so as to present a good viewing experience for the audience.

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