

## *Research on Microfilm Creation and Practice*

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**Abstract:** In the information age, with the continuous development of new media technology, microfilm, as an emerging cultural form, has been rapidly developed. It provides a new experience in a short time, a highly concentrated story, wonderful lens language and visual impact. Compared with traditional films, microfilms have the characteristics of small investment, short cycle and fast communication, which have better communication effects when combined with emerging media. But there are in the process of development such as, product quality is uneven, market spread lack of standardized management, so this paper takes microfilm creation and practice as the main research object, combines microfilm production with marketization and other realistic factors, such as summarizes its development situation, at the same time, points out the shortcomings of the current microfilm creation and practice, and puts forward some suggestions that the creators should further improve the level of work and the quality of work, deepen the reform of policy and market specification, etc.

**Keywords:** micro film creation, narrative characteristics, development strategy

### 1. Introduction

With the continuous expansion of the channels and channels of media communication, traditional films are integrated with new media technology, making microfilms develop rapidly under this background. As far as the creation and production of micro films are concerned, a good microfilm needs to tell the story clearly, vividly and brilliantly in a relatively short time. At the same time, it should take into account the professionalism and integrity of technology and production. Therefore, the creation process of microfilms is relatively complicated. Both the creation of the script in the early stage and the shooting and production in the middle and late stages need the repeated polishing of the creators, so that the final presented works have a certain artistic level while maintaining a certain professional level. Due to the characteristics of "micro time", "micro-production" and "micro-investment" [1], under the premise of not demanding quality, the creation threshold of microfilms is lower than that of traditional films, which makes it widely respected in the film and television industry. So this paper takes microfilm as the main research object, combines the microfilm creation and practice, market problem analysis in the process of learning and summary, to the present microfilm development, creation and practice of some noteworthy problems analysis and discussion, provides reference and help for the future of Chinese microfilm development and rapid progress.

## 2. Overview of the microfilms

Micro Cinema, namely microfilm. In the new media communication environment of a new form of film art, refers to the use of digital technology means, combines with the new media channel of films (long in a few minutes to sixty minutes, have a complete story and complete audio-visual language), it is under the background of new media technology development of film art development, can be separate, also can be in a series [2]. Due to the characteristics of short time, low cost and strong interactivity, microfilms are deeply loved by the majority of the audience. With the development of the social economy, the pace of people's lives is accelerating. The emergence of microfilms has filled the fragmented time in people's life, greatly enriched people's spiritual and cultural lives, and brought new opportunities for the development of the film and television industry. With the advent of the new media era, microfilms have risen rapidly with their unique artistic charm and become an important cultural phenomenon in today's society. In China, the new media culture phenomenon of microfilm has also gradually been recognized by the industry and academia.

Microfilms have risen in the Chinese mainland since 2010. For traditional films, the unique grassroots nature of microfilms brings a more focused artistic value to the new era. This kind of artistic value is obviously far more diversified micro-cultural significance than the traditional pure artistic creation film [3]. This kind of micro-cultural significance is reflected in more diverse perspectives, ages, environments and other aspects, so that more people participate in the artistic creation of expressing ideas, and trigger more people's cognitive resonance with the dissemination of works. At present, there are many professional director teams or individuals in China to continuously launching various types of microfilm works in various ways and channels. For example, in 2019, director Zhang Dapeng directed *What Is Page*, which quickly went viral online after its release, and the number of clicks even exceeded the broadcast data of its feature film. The content of the short film focuses on social issues with warmth, which triggers widespread dissemination and thinking by the public.

With the strong communication influence of microfilm on the Internet new media platform, many well-known enterprises or directors have invested in the creation of microfilm in the fields of business and culture. As a result, a series of excellent microfilms have emerged, such as Pepsi's *Bring Music Home*, Bayer's *Spring Festival* by BMW and Ning Hao, and *All in Wine* by Tsingtao Brewery and Jia Zhangke. In universities and scientific research institutes, there are also many creators or researchers engaged in the creation of microfilms. Although most of their works do not go on the market for the public, they have been explored and recognized in many well-known film festivals or academic forums. This also provides reference and significance for relevant practitioners, so as to feed the creation and birth of more and better works. From the perspective of the social environment, although there is no unified and standardized definition of microfilm, it has won the favor and recognition of more and more audiences with its own characteristics. From the point of view of the communication path, the network has already become the most important platform for people to obtain information, communicate and transmit information. With the continuous improvement of the new media era and the development of network technology, more and more film and television works have become cultural communication on various new media platforms.

## 3. State-of-the-art

### 3.1. Traditional media

In the field of traditional media, the production and dissemination of microfilms have their characteristics and laws. From the perspective of the production process, when the traditional media

organize the production of microfilms, they often make specific production plans according to the script creation, actor selection, shooting plan and other content. And in the production process, through the cooperation of multiple departments to complete a microfilm work.

From the perspective of communication channels, traditional media mainly focuses on print media such as TV and newspapers, and provides information for the audience through print media such as newspapers and television. With the advent of the Internet era, the platform for people to obtain information and exchange information has gradually been transferred to the network. However, the communication effect of traditional media on the network platform is not obvious, and it is in a downward trend. Take print advertising revenue as an example. Since 2012, the growth rate of China's newspaper advertising has decreased from 11.2% to 7.3%, and continued to decline by 8.1% in 2013, and began to enter a negative growth channel in 2014. Although the reasons for this phenomenon are the main factors of the macroeconomic environment, it is undeniable that the change in audience communication habits and the impact of new media on traditional media are also huge [4]. Therefore, in the process of micro-film creation, traditional media also begin to explore new ways and modes of dissemination. For example, the People's Daily in the Internet official media salute the industry spirit of craftsmen micro film "There is a Chinese spirit called willing to part or use" and the founding of one hundred microfilm "present" and so on, China Youth Daily and the communist youth league central, by the middle online platform (China Youth Daily official website) of microfilm "youth with the motherland", the China youth daily and the communist youth league central and yue fresh brand jointly launched the May 4th youth day microfilm "let the youth a fresh", etc. Most of the microfilms launched by these traditional media are in the form of public service advertisements or public service propaganda videos.

From the perspective of communication effect, microfilms produced by traditional official media have a solid creative foundation and a deep understanding of the law of communication, and can accurately convey the spiritual and cultural connotations to be expressed to the audience through the form of microfilms. However, due to their attributes, the works do not have strong personalized creation conditions, and easily appear to be a homogenization phenomenon. Therefore, when traditional media want to achieve a good communication effect when launching microfilms, they need to constantly bring forth the new within a reasonable range. At the same time, it is necessary to clarify its own positioning and communication characteristics, and formulate corresponding plans and measures according to the characteristics of different types of microfilms.

### 3.2. Emerging media

In recent years, microfilms have become an important new form of media, especially in China, including commercial advertisements, public service advertisements, entertainment short films, online microfilms, etc. Microfilms have been warmly sought after by the audience with their unique artistic charm and communication effect. The reason is that the communication path of the current era is becoming more and more micro, and the micro era is the "fragmented era" in the context of communication. The emergence of this communication context is related to the change in the life and consumption habits of the network audience. Under the pressure of a fast-paced life, young audiences are more inclined to obtain and receive information quickly, and pursue efficiency while bringing spiritual satisfaction. Microfilms, as highly concise information, are endowed with internal interest while spreading. Tell a relatively complete story in a short period of time to meet consumers' demand for efficiency. For example, each episode of the microfilm "This Moment, Love" is no more than 10 minutes, and the four episodes are a theme background. The connection of the series is also closely related, which can clearly tell the core and context of the film [5].

Based on the rapid development of the Internet new media, microfilm and new media have realized a high degree of integration and development, among which industrialization has gradually

become its remarkable feature. The huge flow exposure attracts the participation of commercial capital and other groups, and the market naturally forms an industrial chain to maintain its operation order, and the microfilm realizes sustainable development in its high-speed change and development. However, there are also some bad works, which affect the market. Therefore, the government and relevant departments need to carry out continuous intervention and norms, and provide positive guidance [6].

## 4. Problems and Suggestions

### 4.1. Problems

As a new art form emerging in recent years, microfilm has also exposed some problems while undergoing its rapid development. First of all, the overall level of microfilms is uneven, the creation lacks originality and originality, and there are also problems such as short creation time, single content and immature production technology. These problems also show that the threshold of microfilm creation is low, which is the beginning of many creators who want to get involved in the field of film media. However, due to the lack of professional learning and training, the lack of control of the quality of the whole film in the actual creation process, and the inability to complete the presentation of artistic works and the embodiment of artistic value. At the same time, the microfilm market lacks a mature evaluation system and evaluation standards, which is one of the problems that hinder the healthy development of the microfilm market. Although there are great advantages in developing microfilm creation in the information age, due to the lack of relevant evaluation standards and evaluation systems, the audience is unable to accurately obtain high-quality information in the selection of massive information. In addition, the market also lacks a certain basis for high-quality information. Director Wang Xiaoshuai once said that the script, lines and scenes of microfilm are the same as making a big film, but the length is short, and "although the sparrow is small, it has all the five organs". People should treat it with the serious attitude of making a big film [7]. Therefore, microfilms should pay more attention to the refinement of production quality.

### 4.2. Suggestions

In the context of the new media era, with the continuous improvement of people's living standards, people's material and cultural needs are higher and higher. As an art form, film plays an important role in People's Daily life. In the process of microfilm development, in order to realize the sustainable development of microfilm creation and practice, people should pay attention to its in-depth research. Microfilm creators should combine different themes to choose appropriate creation methods, give full play to the advantages of new media technology in the creation of microfilm, and strengthen the application of new media technology, so as to make microfilms more artistic and ornamental. At the same time, the audience and the market also put forward higher requirements for the creation of microfilms. Only by constantly innovating and improving the creation methods of microfilms can people's growing needs be met. At the same time, the microfilm market should also be further standardized by relevant creation and production standards. At present, China's microfilm market is currently in an immature state, and the problems are also seriously restricting the development of the microfilm industry. To further standardize and manage the microfilm market, relevant personnel need to take corresponding measures to standardize and manage it. In addition, as an integral part of the market economy, the existing problems of the film must not be separated from the characteristics of the market itself, and the prosperity of the film market must be fully supported by the policies and systems. Guangming Network "Add strong impetus to the Prosperity and development of Chinese films" said that for the film industry to

overcome the obstacles, the country should formulate a long-term, combined with the actual strategy [8], so as to truly promote the sustainable development of microfilm creation and practice.

#### **4.2.1. Strengthen the professional ability training of micro-film creators**

As a form of artistic expression, microfilm has a certain uniqueness. A good microfilm requires not only an excellent script, but also a high-level director, actors and production team. Therefore, training the professionalism of microfilm creators is very important. However, as a form of expression of art, film should not be confined to traditional classroom or book theory, but should be based on this, professional ability training and brainstorming discussion under the leadership of relevant professionals or departments, so as to polish and improve the creative ability of microfilms.

#### **4.2.2. Improve the practice and production technology of micro films**

In the creation process of microfilm, technology is one of the important prerequisites to ensure the quality of the film. Whether in the middle stage and the later editing production, it is related to the final presentation effect of microfilm. Therefore, as the creators of micro films, they first need to improve their artistic accomplishment and creative skills through the appreciation of a large number of various excellent film and television works, so as to ensure the quality of production and the artistic effect of the works. Secondly, according to the budget of the crew, some necessary advanced technology and equipment can be appropriately introduced to improve the shooting and production effect. Finally, the creators should have a clear division of positions in the early division of creation, and need to constantly improve their professional quality and creative ability, to ensure the production level of microfilm works.

#### **4.2.3. Pay attention to originality and strengthen the support of excellent works**

The creation of microfilms needs to pay attention to the originality and innovation of content. The cultural output of excellent works is not only reflected in the reputation of the works, but also affects their communication effect within the social scope. Therefore, the creators need to strengthen the review of the creative content, and improve their own quality and cultural accomplishment. In addition, the development and progress of microfilms need to be based on the reasonable guidance and guidance of relevant departments and units. Relevant government departments should strengthen the protection of the intellectual property rights of original works, and the support for excellent works, and work with the majority of media workers to bring popular excellent microfilm works to the audience.

#### **4.2.4. Improve the system construction and standardize the order of the micro-film market**

It is particularly important to improve the relevant system construction and standardize the order of the microfilm market to promote the healthy and orderly development of the microfilm industry.

First of all, strengthen the guidance of the microfilm market. Relevant government departments can organize relevant activities to encourage microfilm production agencies or individual creators to participate in microfilm creation. At the same time, the government can provide certain creative activity policies or financial support. In addition, relevant departments can set up special microfilm creation agencies to further improve the supervision and system construction in related fields.

Secondly, standardize the production of the microfilm market. To promote the healthy development of the microfilm industry, the relevant departments can introduce relevant policies and measures to strengthen the supervision of the production institutions and individuals, and

standardize the code of conduct of the production institutions and individuals. For the majority of creators to create a clear art creation environment and art communication market.

## 5. Conclusion

As an emerging art form in the field of film and television media, microfilm has become the focus of people's attention, although it is not fully developed and mature. At the same time, microfilm, with its unique artistic charm, has become one of the most popular ways of communication in the new media environment, and will maintain a rapid development trend for a long time in the future. However, whether the creation practice of microfilms can be combined with the market and commerce to realize the industrial operation is an important factor that determines its future development. Therefore, people should encourage, guide and support more excellent microfilm team and creative talent in the relevant fields, at the same time pay attention to the microfilm industry chain each link effectively, realize resources collaborative interaction, makes the microfilm further development in the future, make it better serve the public, to give back to society.

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