

# The Art and Challenge of Micro Film Creation

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## Abstract

Microfilm, as an emerging film form, has attracted a wide range of audiences and creators with its short time frame and innovative production methods. By exploring the creative process of micro films, including script writing, directing and shooting, post-production and other aspects, we peek into the key steps of micro film creation. In addition, we also explore the creativity and style of micro film creators, as well as the impact of cooperation on micro film production. Audience participation and emotional resonance are considered to be successful elements of micro films, and how these factors affect audience participation and emotional experience is analyzed. However, micro film creation also faces challenges such as limited time and resources, and the complexity of storytelling. Finally, we discuss the artistic value and social impact of micro films, as well as the contribution of micro film creators to film art and social issues. Through the research of this thesis, we have a deeper understanding of micro film creation, look forward to its development and potential in the future, and provide some suggestions and inspirations for creators in the field of micro film.

**Keywords:** micro film, artistic value, creative style

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## 1. Introduction

The rise and audience attention of micro films is driven by factors such as advances in digital technology, the popularity of social media platforms, innovative production methods and diversity. Micro films have attracted wide audience attention with their characteristics of conveying story lines in a short period of time, encouraging social interaction, offering diversity and appealing to younger generations of viewers. It has become part of the film industry, providing a platform for creators to express their creativity and opinions. The rise of micro films, which reflects the modern society's pursuit of diversity and innovation, has opened up new directions for the development of the film field

and influenced audiences' perceptions and expectations of films.

## 2. The Creation Process of Micro Films

### 2.1 Screenwriting

Script plays a key role in micro film creation, it is the core element of micro film, determining the storyline, character development and emotional communication. Here are some key roles and suggestions regarding micro film script writing to ensure the creation of an engaging micro film script.

1) Story Cornerstone: The script is the story foundation of the micro film, which specifies the plot, the motivation and development of the characters, and the theme of the story.

- 2) Emotional communication: The time constraints of a micro film require the script to be able to establish emotional resonance quickly. Through dialogue and plot, the script must trigger emotions in the audience, enabling them to empathize with the characters in the story.
- 3) Directed Creation: The script directs the creative process, including the work of the director, actors, cinematographer, and editor. It provides guidance and references for the creative team.
- 4) Visual elements: The script should not only include dialogue, but also take visual elements into account. It instructs the cinematography and director to determine how to convey the story and emotion through the images.
- 5) Uniqueness: Look for a unique and engaging story theme, which can be a novel perspective, emotional experience, or interesting concept.
- 6) Brevity and compactness: Consider the time constraints of a micro film and make sure the script is concise and compact, with no redundant plots or dialogue.
- 7) Strong beginning and ending: Micro films usually grab the audience's attention in a short period of time. Make sure the beginning and end of the script are compelling and memorable.
- 8) Empathy: Through deep character development and emotional communication, the audience can connect with the characters in the story.
- 9) Conflict and twist: Introduce dramatic conflicts and plot twists to enhance the appeal of the story.
- 10) Visual storytelling: Think about how to convey the story through images, including angles, shots, and visual elements.
- 11) Repeated revisions: Screenwriting often requires multiple revisions. Review and refine the script repeatedly to make sure the story is coherent and engaging.

## 2.2 Director and Shoot

- 1) Story interpretation: The director is the key person responsible for interpreting the script. They need to understand the deeper meaning of the story, the relationships between the characters and the emotional points, and decide how best to present the idea.
- 2) Visual Innovation: The director is responsible for deciding how to visualize the story. They should look for innovative visual ways to

immerse the audience in the story more deeply.

- 3) Cast direction: Directors need to work with actors and guide them to convey the emotions and motivations of their characters. They should be able to bring out the best in the actors in order to present profound character development.
- 4) Shooting Plan: The director makes the shooting plan and determines the scenes, angles, shots and schedule. This requires precise planning and organizational skills to ensure an efficient and smooth shooting process.
- 5) Cinematography: Directors need to understand different photographic techniques, including lens selection, exposure, focus, and use of stabilizers. These techniques can help them capture high quality footage.
- 6) Venue selection: Choosing the right location to shoot on is crucial as it can affect the atmosphere and visuals of the story. The director should consider how the venue matches the story and make an informed choice based on the needs.

7) Lighting and color: The director needs to understand the impact of lighting and color on the picture. They can use lighting to create different emotional atmospheres, as well as color to emphasize themes in the story.

## 3. The Perspective of Micro Film Creators

### 3.1 Creativity and Style of the Creator

Micro films as a medium to express individual creativity: Micro films usually last between a few minutes and half an hour. Compared with traditional feature-length films, this short form is easier to allow creators to express their ideas and stories without time constraints. Micro films provide a space for experimentation for creators, who can try new ways of telling stories, visual effects and emotional expression without being constrained by traditional films. Compared with traditional films, micro films have significantly lower requirements for picture and sound. After the hard cost is reduced, the soft cost of creativity, which is the most critical for micro films, is invisibly raised. Unique creativity enables micro films to firmly grasp the audience's eyes in a more open and unstable screening environment, and even some micro films use creativity to subtly transform the limiting factors into their own style. Therefore, for micro films, it is extremely necessary to find a unique creative perspective and a suitable

representation (Zhong Dapeng, 2018). Micro films encourage creators to experiment with novel storytelling methods, visual effects and emotional expression. Thanks to the relatively low-cost production of micro films, creators can more easily take risks and experiment to create unique works. And it allows creators to express their personal opinions, emotions and creativity in unique ways. They can convey deep thoughts through images, dialogue and emotion, and bring their own voice into the creation.

In short, micro films, as a medium to express individual creativity, provide a platform for creators to give full play to their creativity. It emphasizes innovation, freedom and interactivity, enabling creators to convey profound opinions and emotions in a limited time while building a connection with the audience. This form of filmmaking has attracted a wide range of creators and audiences, promoting creativity and innovation to flourish in the film sector.

### *3.2 Production Team and Cooperation*

Microfilm production involves multiple links, including script writing, directing and shooting, and post-production. The collaboration is able to share various tasks and ensure that each link receives professional attention, and the production team usually consists of members with different skills and experience, such as screenwriters, directors, cinematographers, editors and actors. Their cooperation allows expertise in different fields to be integrated, improving the overall quality of micro films. Diverse production team members can bring different ideas and perspectives, inspiring innovation and in-depth creation. Discussion and collaboration among creators helps drive projects forward.

Collaboration and the collaboration of the production team is crucial in micro film creation. The value of cooperation includes division of labor, integration of different skills, creative collision, resource sharing and mutual support. The key to building an effective production team is clarity of roles and responsibilities, mutual trust, effective communication, shared vision, expertise, adaptability and flexibility, time management, and feedback and learning. With good cooperation and team building, micro film creators can give full play to their creativity and ensure the successful completion of their projects. Cooperation and diversity of creators

work together to promote prosperity and innovation in the field of micro films.

## **4. Factors that Affect Audiences**

### *4.1 Emotional Resonance*

Emotional empathy is an important element in micro films, which enables the audience to establish an emotional connection with the story and characters in the film. Here are the key points about how emotional resonance is triggered and its impact on the audience:

1) Profound character development: Micro films can make it easier for the audience to emotionally relate to them by creating characters in depth. The audience needs to be able to understand, care about, and emotionally connect with the characters.

2) Touching storylines: The plots of micro films should have touching emotional elements, such as frustration, growth, love, loss, etc. These elements can trigger the emotional resonance of the audience.

3) Emotional communication: Actors and directors' performances, shots, music, and voices can be used to convey emotions. The audience resonates with the emotions of the characters through these elements.

4) Realism: Emotional empathy is often based on the viewer's belief in the truth and trustworthiness of the story. The audience needs to believe that the characters and plot are real in order to make an emotional connection.

5) Reversals and surprises: Emotional resonance can be enhanced by twists and surprises in the plot. These elements can allow the audience to become more deeply involved in the story.

Emotional resonance has a profound effect on the audience, including deep emotional experience, emotional memory, social resonance, and emotional reflection. Micro films have the ability to touch the audience's heart and trigger a profound emotional experience, enabling the audience to reflect on their emotions and values, and at the same time spreading the audience's emotional resonance on social media to expand the influence of the film. Emotional resonance is an important tool for micro films to attract audiences and convey information, allowing the audience to have a deep connection with the stories in the film.

### *4.2 Audience Engagement with Social Media*

1) Spread quickly: Social media platforms allow

micro-films to spread quickly as viewers can recommend them to their friends and followers by sharing links, likes and comments on micro-films. This accelerates the exposure and audience attraction of micro films.

2) Social discussion: Social media provides a platform for viewers to discuss, comment and share their opinions on micro films. These discussions can expand the reach of micro films while inspiring more interest and participation.

3) Audience interaction: Makers and actors of micro films often engage with audiences on social media to answer questions, share behind-the-scenes tidbits or engage with the audience in virtual activities. This enhances the connection between the audience and micro films.

4) Audience feedback: Audience feedback on social media has an influence on the production of micro films and the direction of future projects. Producers can use social media to understand the audience's opinions and improve and expand their creations.

5) Dissemination of social issues: Social media is a powerful tool for disseminating social issues and political messages. Micro films can communicate social issues through social media and trigger social debate and action.

Through the interaction and sharing mechanism of social media, micro films encourage audiences to actively participate in and disseminate micro film content. Social media platforms have accelerated the spread of micro films and promoted interaction and social discussion among audiences. The active participation of the audience has made micro films not only an entertainment medium, but also a social and interactive tool that helps spread important information and social issues and expands the influence of the films. Social media has played a key role in the production, dissemination and audience participation of micro films.

## 5. The Artistic Contribution of Micro Films

### 5.1 *The Contribution of Micro Film to the Art of Film*

The main reason why micro film art is widely loved by the masses in today's society is that the characteristics of micro film art are in line with people's viewing mode and viewing needs. Through specific research and analysis, it can be seen that the main characteristics of micro film

art include four aspects: first, the film and television expression and communication of micro film have obvious personalized characteristics; Second, the narrative expression methods of micro films have diversified characteristics; The third is that micro film has good convenience and selectivity; Fourth, micro films have good characteristics of the people (Ma Qiancheng, 2022).

As a unique film form, micro film has made an important contribution to the field of film art, and has the following characteristics:

The contribution of micro film to film art:

1) Experiment and innovation: Micro films provide a space for filmmakers to experiment and innovate. It encourages creators to experiment with novel storytelling methods, visual effects and emotional expression, thus pushing the boundaries of cinematic art.

2) Challenges in the form of short films: Micro films have to convey profound opinions and emotions within a limited time, which urges creators to tell stories more refined and compact, improving narrative skills and efficiency.

3) Expressing individual creativity: As a medium for expressing individual creativity and opinions, micro films provide a platform for various creators to express their opinions and emotions in a unique way.

4) Low budget production: Compared with traditional film production, micro films usually require a lower production cost. This gives more creators the opportunity to turn their creative ideas into actual works, lowering the creative threshold.

The comparison between micro films and traditional films:

1) Time limit: Micro films are usually between a few minutes and half an hour, while traditional films can be several hours long. This time constraint forces micro films to pay more attention to tight narrative and emotional communication.

2) Production costs: Micro films usually have lower production costs, so it is easier to reach independent and emerging producers, and traditional films often require large budgets and production teams.

3) Audience interaction: Micro films interact more with the audience through channels such as social media. Audiences can interact with,

comment on and share micro films more directly with the creators, which enhances social interaction.

4) Narrative style: Micro films usually focus more on tight narrative and emotional resonance, while traditional films usually have more time to develop characters and plots.

### 5.2 The Social Impact of Micro Films

Micro films not only contribute to the field of film art, but also have a profound impact on society and culture, with the following characteristics:

The impact of micro films on society and culture:

1) Disseminating social issues: Micro films are often used to convey social issues and political messages, and urge audiences to pay attention to important issues. They can serve as a voice for social change, sparking social debate and reflection.

2) Cultural diversity: Microfilms come from producers all over the world, and they reflect the diversity of different cultures, backgrounds and languages. This helps to promote cultural exchange and understanding.

3) Social media dissemination: Micro films spread quickly on social media platforms, providing audiences with quick access to information and entertainment. This expands the influence of micro films, enabling more people to see and share them.

4) Opportunities for emerging producers: Micro films provide opportunities for emerging producers to showcase and develop their skills, promoting diversity and innovation in the film industry.

5) Educational tools: Microfilms can be used for educational purposes to help students understand filmmaking, narrative techniques and visual effects. They can have a positive impact in the field of education.

Micro films have had a positive impact on both art and society. They provide a platform where creators can freely express their creativity while disseminating important social issues. The social impact of microfilms has become increasingly prominent in the age of social media and digital communication, offering audiences different cultural and creative experiences while encouraging deep thinking and social engagement. Micro films have played an

important role in the dissemination of experimental and social issues in the field of film art, bringing new dimensions and insights to society and culture

## 6. The Challenges of Micro Film Creation

### 6.1 Limited Time and Resources

Microfilmmaking often faces challenges with limited time and resources, but there are ways to overcome these challenges:

Overcoming the time and resource constraints of microfilmmaking: In microfilmmaking, time management is crucial. Producers need to carefully plan each stage of production, including script writing, shooting, post-production and promotion. Ensure proper allocation of resources and time to efficiently complete the project.

Challenges of low budget production: Micro films often have limited production budgets and therefore need to find creative and cost effective solutions. Producers can consider using existing equipment, recruiting volunteers, finding cheap venues and props, and taking advantage of free or open source software tools to reduce production costs.

Keep the script lean: The script must be tight and powerful for the limited time available. The producer should ensure that the storyline is simple and clear and not overly complicated to ensure that the audience can understand and feel the emotional core of the story in a short period of time.

Teamwork: Build an efficient production team that allows each member to give full play to his or her expertise. Teamwork improves production efficiency and saves time and resources.

Rational planning: A precise schedule and production plan are essential to overcome time and resource constraints. Make sure each production step has a clear deadline and division of tasks to maximize efficiency.

Experiment and innovate: With limited resources, producers can seek innovative ways to achieve their visuals and emotional expression. Explore new shooting techniques, post-production tools and special effects to improve the quality of the film.

With reasonable planning, creative solutions and efficient team collaboration, micro filmmakers can overcome time and resource constraints to

create high-quality micro film works. These challenges may stimulate the creativity of creators and encourage them to find innovative ways to overcome the difficulties.

The epilogue:

Micro film, as an emerging film form, has flourished and attracted a wide range of audiences and creators. It has not only brought new features and innovations to the film art, but has also had a profound impact in the social and cultural fields. The creative process of micro films involves several key steps, including script writing, directing and shooting, and post-production, each with its own unique challenges and opportunities. The creativity and style of the creators are the soul of micro films, and they bring unique visual and emotional experiences to the audience. Cooperation and teamwork are key to micro film making, and diverse production team members can bring different ideas and perspectives. Factors influencing audiences in micro films mainly include emotional resonance and audience participation in social media. Emotional resonance allows audiences to establish a deep emotional connection with the stories and characters in the films, while social media promotes the spread of micro-films and audience interaction. The artistic contribution of micro films is manifested in its innovation and experimentation in film art, as well as its positive impact on society and culture. However, micro film creation also faces challenges such as limited time and resources, streamlined scripts, and low-cost production, but these challenges can be overcome with reasonable planning, creative solutions and efficient team collaboration.

Micro film is a dynamic and creative art form, which provides diverse experiences for audiences and allows creators to freely express their creativity and opinions. Through micro films, we can not only enjoy wonderful stories, but also participate in social discussions, feel deep emotions, and discover new possibilities in the art of film. The field of micro film is still full of potential, and it is expected that more micro film works in the future will continue to promote the development of film art and social issues, and bring more wonderful experiences to the audience.

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