Askwith International Media Awareness Project: Scope and Depth of Asian Movies Collection

Yao, Yifei

http://hdl.handle.net/2027.42/163527

Downloaded from Deep Blue, University of Michigan's institutional repository
Askwith International Media Awareness Project: Scope and Depth of Asian Movies Collection

Michigan Library Scholar: Yifei Yao
Mentors: Chloe Herl, Laurie Shaw-Smith, Sheila McFolley
Learn Together Remotely

June
- Trainings
- Get to know the team
- Think what’s useful

Exploration
- Make movie & artist lists using Aleph & Catalog
- Connect with Library specialists and communication expert
- Brainstorm: online film festival, movie posters, video essays?
- Create a work plan

July
- Weekly check-ins
- Decide on the deliverable-- an online exhibit!

Research
- Watch movies & interviews
- Read books & papers & reviews
- Omeka trainings
- Drafts

August
- Omeka & Qualtrics are my friends
- Feedback from mentors

Design
- Write, revise, write
- Keep accessibility in mind
- Design what-to-watch quiz that highlights lesser-known films
Final Product

An online exhibit that features two eminent Asian directors

Engagement | Publicity
Interactive links

Encourage further exploration by providing supplemental materials

Spark interest with carefully selected photos

Web accessibility initiative: captions

Loss and Incompletion

Loss, memory, and trauma are recurring themes in Kore-eda’s work. While it’s tempting to associate them with the aesthetics and appreciation of imperfection in Japanese culture, Kore-eda insists he tries to tell the story of how the living people adapt and recover from sadness, emphasizing people’s resilience in the midst of grief. During the shooting of two documentaries, Lessons from a Calf (1991) and However... in the time of Public Welfare Cuts (1991), Kore-eda observed people’s resilience and creativity when mourning the death. Through showing us a woman’s mourning journey in profoundly poetic Maboroshi, Kore-eda shares his belief that death is a natural part of the living experience.

A recommendation quiz that feeds in your preference and returns our recommendations!

What's your music taste?

<table>
<thead>
<tr>
<th>Electronic Dance Music</th>
<th>Folk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rock</td>
<td>Jazz</td>
</tr>
</tbody>
</table>

Theme of your ideal film should be

<table>
<thead>
<tr>
<th>Romance</th>
<th>Children, family drama</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy</td>
<td>Crime, Murder, Political drama</td>
</tr>
</tbody>
</table>

Where do you want to spend your vacation?

<table>
<thead>
<tr>
<th>South Asia</th>
<th>East Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southeast Asia</td>
<td>At home watching films from Askwith Asian film collections</td>
</tr>
<tr>
<td>West Asia</td>
<td></td>
</tr>
</tbody>
</table>
Challenges

**Writing**
- Handle complicated topics: national cinema and the idea of Eastern
- Blogging insecurities

**Time Management**
- Divide the big project into small tasks
- Quantify my work
- Managing “perfectionism” in workplace

**Communication**
- Navigate remote work communication challenges
- Do work meaningful for both the library and myself
Solutions

Don’t overcomplicate things! Accept the fact that I don’t know

Writing
- Get more educated on the topic through reading and listening
- Clarify the intended result for the audience
- Write, think, revise

Time Management
- Build personal accountability - focus on measurable goals
- Stay organized - build a workflow
- Be flexible; value the effort & learning process

Communication
- Communication redundancy is ok
- Regular check-ins
- Learn from my colleague Sally
- Use library’s inner resources
- When in doubt, ask

- Don’t overcomplicate things! Accept the fact that I don’t know
## Reflections

<table>
<thead>
<tr>
<th>Creativity</th>
<th>Adaptability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initiative</td>
<td>Collaboration</td>
</tr>
<tr>
<td>Research/analytical skills</td>
<td>Quality of Work</td>
</tr>
<tr>
<td>Problem-solving skills</td>
<td>Professionalism</td>
</tr>
<tr>
<td>Time management</td>
<td>Integrity</td>
</tr>
<tr>
<td>Communication skills</td>
<td>Judgment</td>
</tr>
<tr>
<td>Interpersonal/intercultural skills</td>
<td>Maturity</td>
</tr>
</tbody>
</table>
Learned

✔ Skills: Qualtrics, Omeka

✔ Independent research skills:
  - time management, my workflow
  - useful websites, note-taking, writing
  - creative solutions
  - more confidence

✔ Professionalism:
  - efficiency, make prioritization decisions
  - communication skills
  - work is only one component

✔ Library resources

✔ impact & accessibility
Next Step

- Social Media Promotions
- Expand the exhibit content
- Write a work instruction
- Explore web design