

In the heart of entertainment capital Hollywood, I am honored to do an internship with well respected American Film Institute (AFI) for five and half months. It was a very enriching and joyful experience for both my academic and personal development. I am very grateful to Mr. Newton Lee, Ms. Anna Marie Piersimoni and Ms. Suzanne Stefanac for providing me the opportunity to perform such a rewarding internship.



AFI is a non-profit institution providing leadership in screen education and the recognition and celebration of excellence in the art of film, television and digital media. I was attached at Digital Content Lab (DCL) in AFI. My supervisor Ms. Suzanne Stefanac always ensured that I had the right amount of work and made sure that I had all the resources necessary to perform it. She also taught me a lot tacit knowledge about dealing with people from different agencies and companies in real life situations and nurtured some of my values that are going to benefit me for the rest of my life. I would like to thank her in particular for her seamless care and brilliant guidance.

The internship lasted from May to October, I was lucky to join AFI DCL at the right time from the beginning of one project cycle to observe their complete prototyping project development. There were five prototyping projects during this cycle. They are: interactive TV enhancement for better advertisement delivery, a machinima movie rendered on game console, an innovative movie viewer engagement platform, a broadband citizen journalists platform and an online/on-mobile video clips mesh up platform for amateur video editors.

During my internship, I performed a variety of short term tasks as well as participated in the five major prototyping projects. For example, I have worked on research and deploy an intranet wikipedia platform for DCL internal information aggregation. I have optimized the lab equipment setup in DCL office. I have developed a project roaster system for displaying all DCL projects online. I was in charge of some logistic and administrative work when we organized the team presentation meeting. I also provided limited IT services in some cases when IT department was short of resource to deliver DCL needs. Besides that, I also attended the conference calls of all five major prototyping projects. Through the participation of the five prototyping projects, I have the opportunity to see and to learn the cutting-edge technologies in interactive digital media and digital entertainment industry. For example, in the machinima project, we are working on using the newest XBOX360 game console to render real time movie from 3D scripts

and assets. Because of the reduced file size of 3D scripts compare to video files and the real time rendering. It has enormous advantage on the digital delivery aspect and facilitates precise advertisement targeting and age group targeting.

AFI have also brought me the opportunity to join a number of world class conferences such as Digital Hollywood, LA TV festival, WIRED NextFest and E for All. These conferences have greatly broadened my perspective in my academic area and gave me so much inspiration.

Besides technology, I have also learnt project administration. AFI DCL office is actually more of a project managing office rather than a prototype development site. We go through routine conference calls with the teams every week to discuss the progress of the projects. During which, our project manger Lisa Osborne have shared a lot project managing experience with me. I appreciate her guidance throughout the internship. We also organized several in person meeting sessions for the project teams because that helps tightening the relationship among team members and enables the flow of ideas and critics cross different teams.

During breaks and vacations, I have visited some interesting places in and around Los Angeles. I did also sometimes party with people coming from different places and different backgrounds. I treasure my internship experience very much. It was very fulfilling. I am very grateful to everyone with whom I had the opportunity of working. I would recommend this NUS-HL-OIA program to all my fellow students who are interested in the interactive digital media area.