SHORT FILM NCHU



Finding the Right Idea

- Brainstorming ideas
- Defining the main message
- Defining the target audience
- Building storytelling



10 Topics You Can Choose

01 NCHU admission process
(FAQ/reminder, etc.)

02 Reasons for choosing to study at NCHU
Reasons for choosing and recommending the university

03 Scholarships
Taiwan Scholarship, TA, and other NCHU scholarships

04 Introduction of your department
Full English-language program and major structure

05 Study Experience
Professional knowledge acquired during studies

06 Mandarin Language Course
Mandarin lessons for international students

07 Extracurricular
Campus clubs, organizations, and activities

08 Internship & Part-time
Regulations, anti-fraud, ARC, work permit

09 Life in Taichung
Transportation, cost of living, and weather

10 Faith-friendly
Facilities, food, and prayer room

Storytelling Strategy

- **THE HOOK**

Capture attention from the first few seconds.

- **THE STORY**

Show what makes special

- **THE CONNECTION**

Create an emotional connection

- **THE IMPACT**

Leave viewers with a memorable message and reason to choose NCHU.



Editing Strategy



- **Editing Software**

Choose the right editing tools

- **Music & Sound**

Use background music and sound effects to create the right atmosphere.

- **Color Grading**

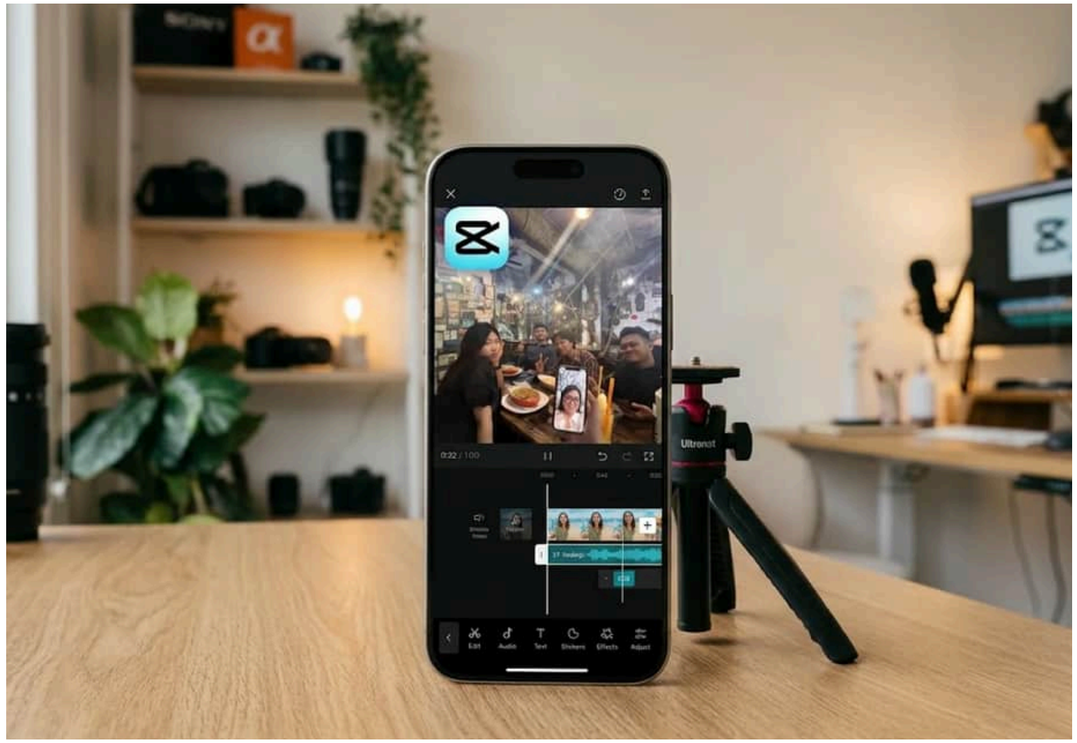
Adjust colors, brightness, and contrast for a consistent cinematic look.

- **Subtitles & Voice-over**

Make the message clear and accessible through narration and subtitles.

Behind the Scenes : Production Process





“Don’t Let Limitation Limit Your Creativity”

-Fikrie

Thank You

