

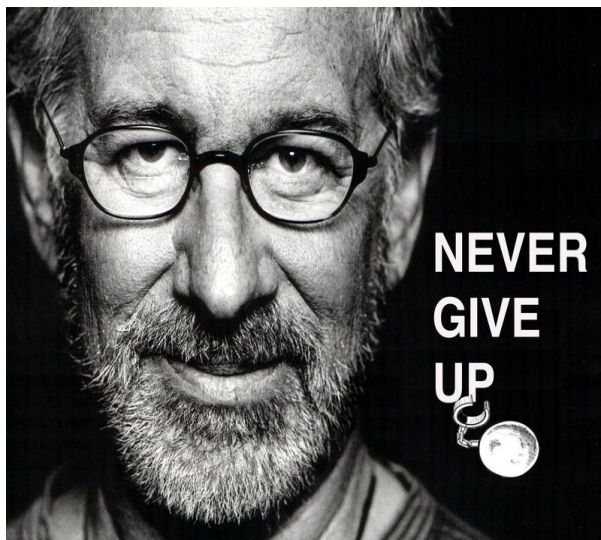
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DSC 294 Media Editing
T/TH 10:30-11:45
Professor Spicer
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Learning Media Editing

Before enrolling in Media Editing I had no idea or understanding of Media Editing. My first question was, “Well what is media editing”? I soon discovered that Media Editing is exactly what it sounds like. It consists of the manipulation of various forms of media, to your own satisfaction, in order to appeal to a certain audience and to convey a certain message. Through the use of various programs such as Photoshop, Final Cut Pro, and Audacity I learned that the possibilities to manipulate certain media is endless. My main goal for enrolling in this course was to become more familiarized with the mentioned programs. Through each module I gained t a better understanding of Media Editing.

Module 1: Text and Graphics

The second assignment required the combination of an image and significant quote through the use of Photoshop. I learned that much of the meaning we derived from the work is derived perceptually. Words can evoke very broad and inclusive meanings, while pictures typically evoke very narrow meanings. When the two are combined they suggest a coherent significance. For instance for this assignment I combined the image of Steven Spielberg, a ball and chain, and the text “Never Give



Up”. The image of Spielberg is of great significance to me and combing the text gives the entire piece an important message to viewers “to never give up on your dreams, if Spielberg can attain success then so can you.

Module 2: Audio

Audio Editing is commonly performed on laptop PC's. Through the use of Audacity, as a group we settled upon the audio from the Youtube video "The whistles go Whoo Whoo" and decided to combine it with the song Blow the Whistle by Too Short. This group assignment was very enjoyable, not only because the outcome of the audio clip was entertaining it was also very amusing. I learned to store the audio files in the computers' memory as digital audio, fade into or out of a clip, mix multiple sounds and combine them at various volume levels, and to cut and trim the audio.

Module 4: Social Networks

In this day and age social networks are common for most users. They allow communication between groups and the mass distribution of information. This assignment allowed me to personally view the people I have the most interaction with. The then current profile images of each individual was downloaded via Facebook and where manipulated to fit the format below. It was an interesting way of viewing which users communicated with one another and which had no association with others.



Module 5: Interfaces

Consumer electronic interfaces are continuing to evolve through the use of handheld devices such as smartphones and tablets. Since the demand for new interfaces is constantly evolving I found this module to be the most beneficial. It was very practical and really made me think in regards to what interfaces would be helpful for the general public. For this project I had a concept for a smartphone application that would be beneficial towards public transit passengers in Scottsdale, AZ. Through the skilled I had acquired in the first module I was able to manipulate web images and combine them into one coherent image to illustrate my prototype.



Through the use of media manipulation I was able to create a unique piece of art. So my definition of Media Editing is as follows:

“Media Editing is a form of artwork that is achieved through the manipulation of media, such as video, audio, text & graphics. It allows the designer to create a new form of media from previous works.”

This course allowed me to evolve as a designer and a creator because I was able to familiarize myself with programs essential to Media Editing; through these programs and course I obtained technical skills that are relevant to the real world.

References

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2. Lonergan, J. (2005). Digital audio at IBC 2005. *Broadcast Engineering News*, , 19-19. Retrieved from <http://login.ezproxy1.lib.asu.edu/login?url=http://search.proquest.com/docview/217216572?accountid=4485>
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