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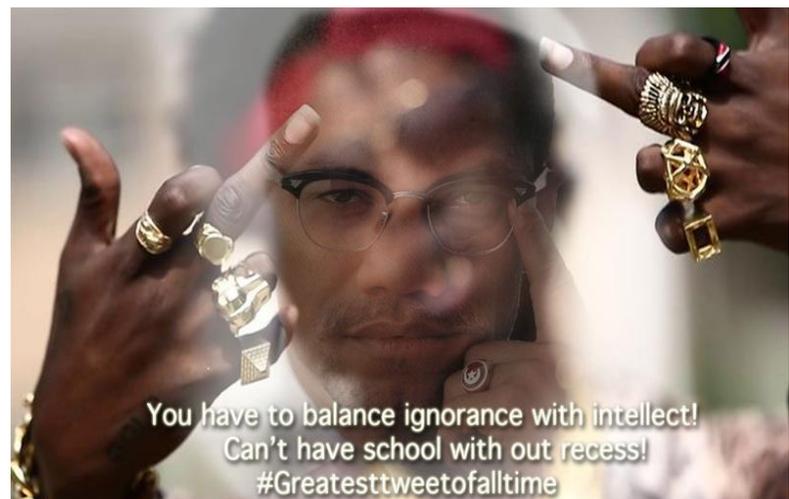
DSC 294

### Final Assignment

After taking this course I became more educated on what media editing was, which isn't one single thing. When I think of the word media, a few things come to mind. It means television, the internet, radio, magazines, and or books, a flow of information to the public. When I think of editing, I think of the ability to or the process of changing the state of something for final review. When I think of media editing as a whole, the idea of all elements of design and engineering combined together to create something, is my initial thought. Going through this semester has shown me that it is definitely so much more than just that. Creative processes that we participate in on a day to day basis can be considered media editing to some, like creating a painting, a sketch, photo shop, brainstorming ideas for a mobile app, talking to others about current events, or even producing a song. The commonality between all of these things is the concept of creativity. The modules that we have covered within the semester informed me of just how broad the concept of media editing actually is.

The first module of Text and Graphics was a fun introduction because it was simple enough to give us an idea of what we already do a socially creative generation and still give us creative freedom.

For example the popular trend for the past couple of years has been the creation of memes. It is a common medium that we all can relate to because the content can range from a majority of things. Another trend that is similar to the photo my photo (included in text) is having a photo of something



and adding text on it with some sort of insightful and or meaningful line or poem that we all can relate to is very popular on sites like Tumblr and Facebook.

For the final for the first module, I thought that it was very clever to use Kanye West's tweets to illustrate a visual for his thoughts. It was entertaining because each work was entertaining or it contained a message. I prided myself on the fact that I didn't go the same route as most of my peers and made a funny visual or even use Kanye in my visual. Because Kanye embodied both aspects of the quote, I thought it would have been expected to include him in the visual. I decided to use two totally different people and layer their photographs together to create a more interesting concept and I definitely feel as though I captured that.

The video module couldn't have been a more literal definition of the concept of media editing because we were literally *editing* film. I had a love/hate emotion about this module because it literally took me a while to compile all of the footage and even longer to put it together but in the end I feel that it came out decent coming from someone who has never had any experience in film editing. I feel as though film is one of the most common forms of media editing because it requires creativity and altering something to produce a product that can be viewed in multiple different perspectives. Details in cutting, scene placement, and even music play a crucial role into making a film to be what you intended it to be. The first video I put together called Boredom was fun to make because there was extremely boring activity going on and the music was the total opposite giving it what I feel a comedic edge. The group video that I made was fun to make within itself because we all enjoyed each other and it didn't feel like we were working on a class project. A pleasurable experience definitely contributed to the process of creating the final project and is a factor of the outcome of it.

<http://www.youtube.com/watch?v=ZPQjVCxWVdI&feature=youtu.be>

<http://www.youtube.com/watch?v=XsWhC4vm2-w&feature=youtu.be>

The spatial interventions module is an interesting concept of media editing specifically referring to media and the internet. Doing the first assignment was similar to conducting an interview, similar to ones you can find in media like blogs, radio, TV, and



magazines. Compiling information to produce a product creatively embodies media editing as well. I conducted an interview with a friend while I was out of town to illustrate an image that properly represented her views of her home town of Pasadena, California. The city is extremely diverse and is most well known for the Rose Bowl and the Pasadena Rose Parade that is

shown every year on tv. The way she described her city was with so much passion, excitement, and culture. She also told me a little about her child hood which painted a vivid picture of how she lived. I enjoyed this interview because it was a part of a process to create, and as I mentioned previously, creativity is a key element in media editing.

The exploration of media editing in this course has exposed how often we use media editing everyday even though we may not use that specific term. We create by communicating and sharing ideas with one another being a technology savvy generation. The collaboration of multiple elements is what makes media editing exciting and interesting. We constantly are finding new ways to do new things in the process of innovating.