

What is Media Editing?

Artists and media editors all have different process when approaching a new project. Some brain storm and search for inspiration, while others like to jump in with a big splash and grasp around for something to hold onto. My process has always been the one to take the big jump. I find that this approach gives me a much more organic and unbiased representation of what I would like to do. As I work fresh ideas pop into my head, my process refines, and my artifact becomes a solid.

Now I don't simply jump in with no forward thought or bits of planning, I have a gentle idea in my mind that is generally still very malleable. Allowing for easy adding and subtraction of parts that may or may not fit. It is here where I really begin the process. I dive into what program I am going to be using and experiment with what can be done. When working on the social network project I was simply toying with the idea of making all the contacts into a unified structure. This is when I realized that I could make an image of a man with them and place myself at the center. So I placed myself in the center where the heart could be. My mom and dad are my head because they are the people who taught me my values. My brother and sister are my arms because they would help me do anything and are extensions of my family. My friends are my legs because they support me through situations and help me push and carry on. When I first started this project I had no thoughts that these contacts could literally make up who I am, and from simply messing around in the medium I struck an organic idea. The process may have been a little experimental but I believe that it is one of the best ways to strike a genius idea. I am extremely proud of this piece also because it shows a true extension of me and how I am made up of the people I know.

As I have done these projects throughout the semester I have come to strengthen and find flaws in the process I have. When jumping head first into a project you do not really know how long it will take and how difficult it could also be. The very first project that we worked on, the Kanye West tweets, really had me struggle. I knew very little about photoshop and I really dived head first into this project. After stumbling around and trying to do what I thought I could do with the program I realized that I had no idea how to actually do it. So I had to simplify my project a lot! Unfortunately I also only had about fifteen or so minutes before the deadline as well. So jumping head first into a program I barely knew really hurt my process, as well as the piece I produced. I ended up with a simple black and white photo of the ocean with Kanye's tweet right above it. It is one of the pieces I am least proud of and mostly because I planned everything out horribly and jumped right in.

Sometimes though everything can go wrong and you can make an incredible piece that seemed to have come out of nowhere. The final project of module one is a great example of this for me. We

were asked to make a 2D image with a text statement defining your life philosophy, with an image that displays who or what you want to become, and a graphic that illustrates where you come from. Along with that we were to add a hashtag that defines how you describe the image. I had prepared a lot more for this project than the previous and now knew how to use Photoshop so I dove into this project with a lot more confidence. Little did I know that I actually barely knew how to use Photoshop and almost everything I had set out to do was impossible for me to do. Fortunately I had given myself plenty of time to work on this project and was able to go online and figure out some interesting ways of accomplishing what I wanted. It was extremely messy though and took me hours and hours to get things the way I wanted to. But after tweeking with everything I actually had a project that resembled what I was going for. The process I took was barely one at all and it started with a solid idea and was utterly destroyed and I scrambled to get any part of it back on screen. After hours of scrambling it mostly pieced together I believe I was able to make something even better than what I had planned. It was more organic and way more my own piece of art.

Even when a project goes every way possible it does not mean that is a good piece of art. The final video for the video module is a great example of this. When I started the project I had a good idea of what I wanted to do and how to do it. I wanted to work with Tigers because I had done a project about them when I was younger and have always had an admiration towards them. Starting off I looked for some footage of tigers and found some pretty lengthy clips that had some very sweet moments in it. This inspired me to use clips in between still pictures to portray a message. I had already chosen the music I wanted to use, which was the Sarah McLachlan stereotypical sad music. The whole video flowed well and had the exact pace I was going for but it still was missing something. I couldn't figure out what it was until after I turned it in, but it just did not have any personality to it. If I could do it again I would have changed the music to something that actually fits tigers. The written parts that were over the still pictures would have had a way more professional typeface and color. At this point in the semester this is when I realized that media editing is rearranging, adding or removing media to portray a different or less noticeable side of society. It is a way to expose people to something they may go through life without noticing. I realized that even when doing this you must also be true to yourself and give your piece a piece of your personality.

To me media editing is a way to express myself through a medium that also possesses the chance to expose ideas to society. A way to make a meaningful impact to people around me. A way to critique the world around me by showing its beauty, horror, greed, sin, and joys in different ways. A way to cause people to think about every day things that they make forget about that can really cause an impact to society or even a single person. A way to point out and call out some people on bull crap that

I see in the world. It is a platform that can be used to incite, invigorate, motivate, and cause joy to come to people. To me media editing is a way to communicate.