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DSC294: Media Editing

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What is Media Editing?

The entire notion of media has exploded in our lifetime. In fact, the definition of media, even in an on line dictionary is hopelessly outdated. The most common definition according to Dictionary.com is “the means of communication, as radio and television, newspapers, and magazines ...” Media today, however, has gone viral with social media made up of billions and billions of communications has now overtaken every other form of communication and has created endless opportunities for media editing. To quote Tracy Morgan, "It's like the thing I said in another movie I made, compromises are for lesser souls. Die werewolf zombie."

We are now far past the “old days” media editing consisted of editing with physical material. Film was cut by hand and then taped together. Radio and later television began to change and broaden the process and the dawn of the computer set into play an explosion in media editing that is so broad and there’s really is no one process that fits all but instead media editing applies to arts, business, entertainment, education and virtually every aspect of our lives.

I see media editing as an evolving art form and with any art form the process changes and fluctuates depending on the situation. However, it can be roughly divided into three categories; recording, editing, and sharing.

An initial critical first step is to find a source. Whether you record it or find it you have to have some media to work with. Recording is difficult, especially with sound, because you have to engineer it. Finding media is easier because it usually comes pre-engineered but then you have to deal with the legality of using the said material.

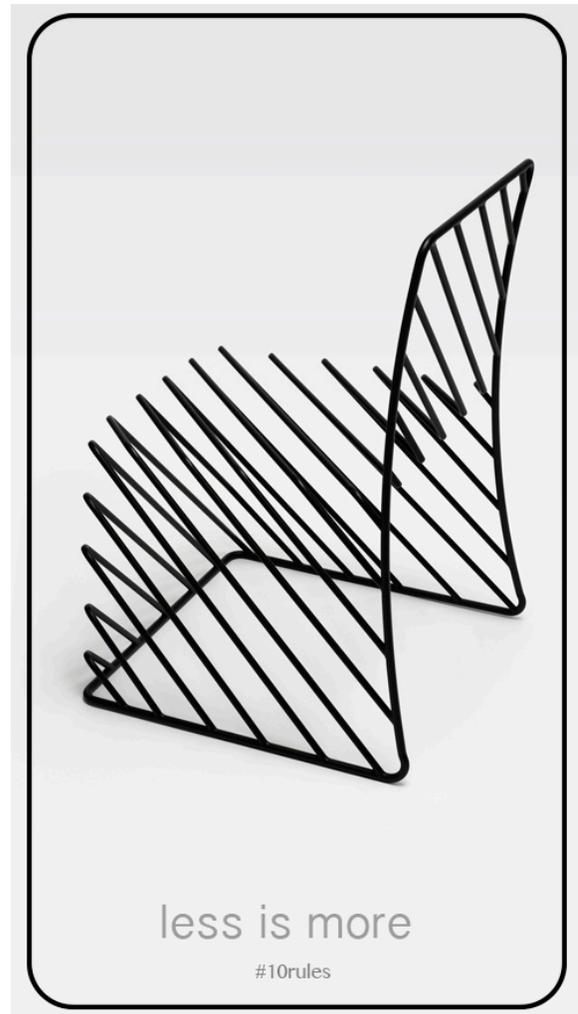
Once you have the material the editing begins. This can be as simple as inserting

cuts or as advanced as adjusting the adjusting frequencies of sound and sound wave curves.

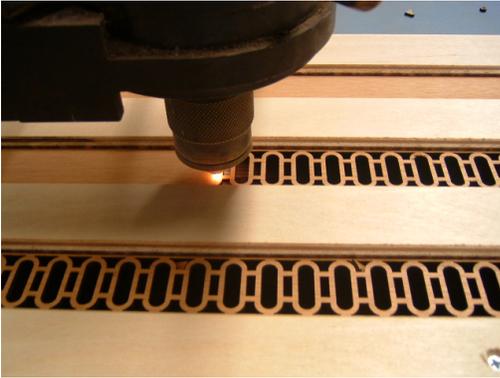
Sharing used to be a complicated task that required advanced marketing to achieve a large audience but now is now very simple to do online. However, it is complex in that there are so many options to choose. Youtube and Vimeo are the go to sites for video and Sound Cloud is one of the more common music sharing sites.

Media editing is not just about what is produced but the interfaces that are used to generate and editing media. For editing pictures Photoshop is the go-to program, it is the end all. Yes there are other programs like illustrator but for photo editing really Photoshop is the main tool in every graphic designers' arsenal. When I made my poster for Deiter Rams chair I used Photoshop to edit the background to a squared rectangle shape and adjust the white color to an off white to give it the feel of paper. It also allowed me to easily overlay the hash-tag text.

For coming up with completely new material Adobe illustrator and corel draw are a graphic designers best friend. With easy to use interfaces an average computer user with moderate creativity can be creating custom graphics after doing a few simple tutorials. Personally I use Corel Draw when laser cutting. The interface allows use of precision to be to easy by incorporating a guide tool that automatically puts the lines on a separate layer so they do not print with

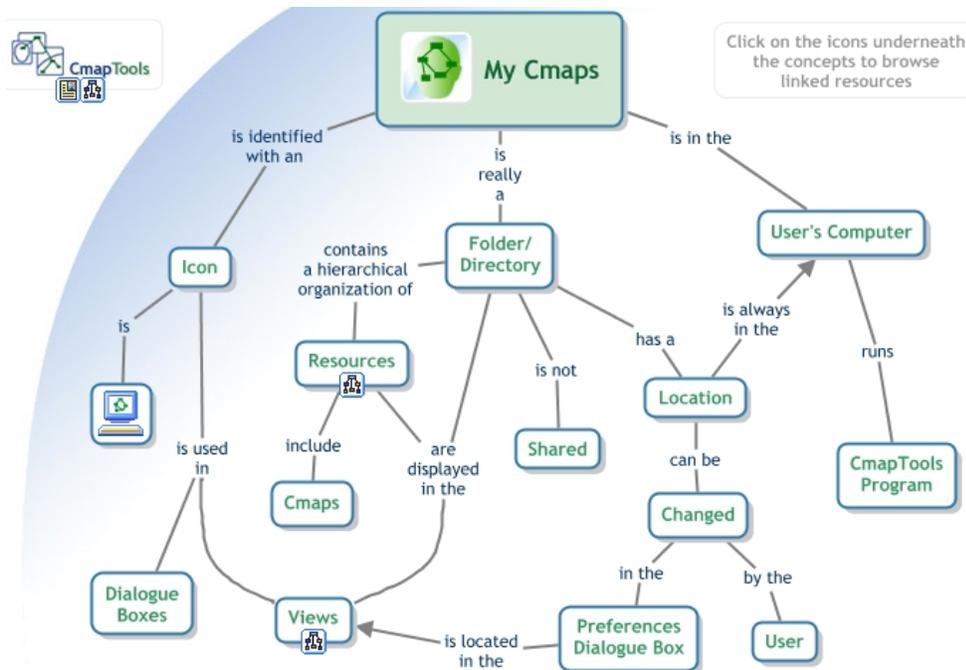


your final product.



Another media editing tool I have experience with is Cmaps. Cmaps allows the user to create a visual web to explain relation of multiple things, people, or ideas. These work particularly well for creating visual representations that bridge physical and digital social networks.

My Cmap revealed that besides my family, sorry mom, I have almost everyone in my social network connected to me through Facebook. The software is very simple to use; click creates a new box, name it, then drag the arrow to the corresponding box or boxes. One thing I really like is that the company who produced Cmaps, explains what a Cmap is by using a Cmap.



Video is a tricky format to edit because there are so many artistic aspects that if not done correctly can ruin everything about a movie so the developments for movie editing are very interesting. Before movies were spliced by hand and if you did too many close cuts your film was weakened and could break. Magnetic based tape film has the problem that if you rewind it while filming you can weaken the cut points. Then with digital there became the problem of compatibility between hardware and software.

You might have a great camera but the file format it produces may not work with standard movie software without some third party driver. Recently high end cameras do not even use memory sticks but flash memory based flash drives. Then if you look at professional blockbuster grade movie cameras set ups, they do not even use hard drives. They directly send the film they shoot to an editing station in the next room and begin the process while more scenes are being shot.

Currently most common video editing software used are Final Cut, Sony Vegas and Adobe Premiere. They are each slightly different but in the end basically do the same thing. Most recently, I used Sony Vegas to cut my horribly cheesy “Cash 4 Killerz” infomercial. “Aaaagggghhh it’s a pots and pans robot!?!”

<http://www.youtube.com/watch?v=p6K-gkiHiuY&feature=youtu.be>

In conclusion, the amount and variety of media in our world has grown exponentially in the past few decades. There is no questions that our lives our intertwined with the media and where ever there is media there will always be media editing to make us look better than we actually do, “hello, six pack abdominals.”