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## **What is Media Editing?**

When I first came into this class, I figured I had a pretty good understanding of what media editing is. I wasn't wrong in my understanding, but I certainly didn't know many other aspects of media editing. Elements such as: social networks, interfaces, spatial interventions, and everything that records our life's existence. Media editing is so crucial to everyone's lives that we hardly even notice. Interfaces for example, are everywhere; from your desktop, to your favorite video game, to your car, and even something as simple as a pen. When it comes to editing this data, the editing process can be very different. Editing images and graphics is pretty straight forward. Editing special interventions, however, is more a physical task, like rearranging furniture in your living room. Yes, media editing can be very vague but because we are surrounded by so much media, it is useful to understand the talent that goes into editing the media or at least understand that practically everything around us is made for a purpose.

I think most people, like I did, would think media editing was the process of editing graphics, video, and audio. On a whole, most people don't think of their social networks, their living room arrangements, or their life in general as media. The concept of life being media is interesting. The things that we document that prove our existence: pictures, home movies, post cards, etc. can also be edited. As mentioned in the lectures, the most common way of editing these things is through scrapbooking. This idea of scrapbooking, or leaving physical traces of our existence essentially, has been done since the time of the cavemen. The only difference is our method of life editing has evolved from cave painting to digital scrapbooking. Social networking is another interesting element of media editing. The most popular way of looking at social networking would be Facebook. However, there are multiple other means of social networking such as Tumblr, the contacts in your cell phone, or emails sent around an office building. These social networks can be edited through many different ways. It all depends on the data you want to observe. For example, maybe you are interested in seeing who the most popular person in the office is by seeing who receives the most emails. Maybe you want to see visually how many

people you know and how many people those people know. All this data can be edited visually through captivating graphs and diagrams. The key thing to remember about the idea of media editing is that the result is providing people with specific information through means of the editing process. Even if you are just rearranging the furniture in your house, your intentions for the furniture arrangement is providing people with information about how you want people to interact with the space.

The process of editing media is different for every element. The common theme, however, is that most use some sort of tool during the editing process. Audio can be edited by Audacity, video by Final Cut Pro, graphics by Photoshop, etc. These are not the only tools through which these elements can be edited. There are plenty of other tools available that are free to the public, or costlier depending on how serious you are about your editing. The difference between the free editing tools and the expensive ones is that you get more options to work with in the more expensive tools. For example, iMovie is a great tool to use to edit video if you are just looking to cut together some simple footage to make it flow well. If you want to add a lot of special effects and be more precise with your editing, then Final Cut Pro would be a better option. With any editing tool, it takes time and practice to learn all the options available, understanding the capabilities of your editing program. Personally for me, I had never used Audacity before taking this class and so I had little knowledge of what I could do with this program. Granted, I didn't really have enough time to learn the programs capabilities, but I was able to understand enough to create a rough audio track for my needs. If you want to use the editing program well, practice, practice, practice, is the best way to achieve that.

Your final outcome of your media editing process is entirely up to you. You could create something that everyone could understand and relate to, or you could create something that has deeper meaning and is a little more difficult to understand. For example, one of our first assignments was to take one of Kanye West's' twitter posts and turn that into a graphic representation. Now I could have taken the quote I chose and turned it into something literal, or I could have interpreted it with a deeper meaning and represent that quote in my own way. In this case, I chose to take the quote "I'm on my Van Gogh, I don't hear shit." and made a literal representation of a painter painting a Van Gogh piece with ear buds in his ears. People who edit media are artists. It takes a good imagination and a lot of creativity to create something through editing. Your creation could possibly be the catalyst for creating something entirely new that

benefits the public. For example, creating a new interface for the interior of a car could help improve the overall safety of the vehicle. It may not happen right away; in fact, it is more likely that improvements of your interface over time are what lead up to the new interface that improves the vehicles safety.

The media editing process is like any other process. You start with an idea, you use the tools necessary to create that idea to get to your final product. What I have learned from this class is that the hardest part of this process is coming up with the idea. Creating that idea can be researched, especially if you don't know how to use the tools necessary to create your artifact. Once that idea is formed, the ball slowly begins moving. There are many purposes for editing media. From creating something new and useful for the public to just creating something beautiful and awe inspiring. As Professor Spicer has said, unless you are a hermit logger up in the mountains, everyone is affected by media.