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What is Media Editing?

Media editing, when simply put, is exactly what it sounds like. It means some sort of change is being applied to a type of media. This media can be almost anything, but surrounded as we are by a thriving digital age, it usually involves editing photographs, mixing or creating music, compiling interesting videos, as well as plotting a personal social network. All are easily shared with family, friends, colleagues, partners, fellow students, and even professors, by uploading the digital media online. These edits can be accomplished through many different programs. The most popular photograph editing program is Photoshop. The ways to change, create, or add to an image are almost unlimited. For editing music, our class used Audacity, however there were other programs students chose to use, like Reaper and iMusic. iMovie is popular for quickly editing movies and creating short, impactful videos. The list of programs to change a piece of media is vast, with new programs constantly being created.

What I have learned through this class however, is that there is much more to this process than simply choosing a media, finding a piece that is already complete, and changing some facet about it. There must be a certain amount of thought and planning, as well as well-formed ideas integrated into editing a piece of media for the final product to have positive results. In addition, it helps immensely to know how to use each editing program with at least an adequate level of mastery.

Going through my work, it is clear to see my experience in digital editing programs is sorely lacking. However, by the end of each module I accomplished at least some level of mastery in each particular media editing program. For example, when I began the first module which involved the use of photoshop, I had never used the program before. My first image was horrible - I merely inverted the colors and added text because that was all I could

manage to learn in the short time I was given to accomplish the assignment. However, by the end of the module, with the help of my fellow classmates as well as an online tutorial or two, I was able to create a picture I was moderately content with. This piece of media created more of an impact on me because of the process



necessary in achieving the final result. There was much more thought involved. It took a



certain amount of design and planning to achieve the look I wanted. I also had to keep in mind my limitations. Being fairly new to any type of media editing, I needed to understand I was not about to create the next inspiring iconic image to sweep

the web.

Along with understanding the application to change media, understanding the media itself is important. It is not enough to just place words over an image and consider the piece edited and designed well. While technically the piece is altered, it may not bring across the proper impact or outcome desired. It is important to realize the background of images may have a certain significance which might affect the intended audience. Understanding the words placed over an image can hold a certain power is also imperative when designing and editing media. It even comes down to the slight variances of details. This stunning banner of

Kanye West created by fellow classmate Daniel West, is a spectacular example of the importance of understanding and having knowledge about media. He said he chose most of the fonts



because they are “hated by graphic designers” as well as one font which stands out more than the others. The former fonts are chosen to essentially poke fun at Kanye West. Not only does this involve understanding media, but there is important cultural understanding shown as well. The more important font was selected as a design choice, as well as a way to clearly display the meaning and message of the banner.

This understanding of media is not limited to images by any means. Moving pictures with sound instead of text can have a very profound impact as well. A particular video on “[Courage](#)” by Kylin Nelson shows that a lot of knowledgeable thought and understanding was necessary in creating this compilation. An important part of his video was integrating a woman behind bars inter-cut with footage of Hitler to show how he was an oppressor. Nelson also showed certain images while opposite words were being spoken to show how the mismatched images “effectively use juxtaposition to establish an active message.” This provides a clear example of how understanding the meanings behind the media are imperative to a successful editing venture. If those particular words and images had not been matched up to create such a striking difference, the video would have fallen flat and would most likely not receive any further attention. Without attention or acknowledgment, as well as a lack of powerful or insightful information, there is less of a chance to create an impact on the world with a positive outcome.

In the end, it is clear the process for editing media is more than just placing text on a picture, or combining video footage to create something else. The idea of media editing is to change one form and integrate with it a new, unique design, as well as a purpose driven thought process that goes beyond simply creating an impact. The initial editing process of simply changing a facet of a piece of media is the beginning of editing. Delving beyond that and understanding that a change on a piece of media can change a viewer's thought process is where the impact begins. Knowing how to design a piece of media well with intent and purpose in order to not only change the audience's thought process, but to change it with a positive outcome is the true art of editing media.