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Media Editing

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New Media

The idea behind Media Editing is to solve a problem and/or address the human condition. The predominant aspect of that condition is the quality of interactions between people and technology. One of the greatest motivations behind the advancement of technology is to spread ideas and improve communication. The root of Media Editing is to comment or improve on the state of these interactions, because communication is evolving hand in hand with technology. Projects within Media Editing range from focusing on simple improvements to existing technology to analyzing our relationships with our peer group by creating artifacts.

Media Editing is the creation and arranging of media tools to solve these problems or create a commentary on them in an interesting and new way. Module Three videos by Diego Lozano's and Dominique rearrange media to comment on the commonalities and differences within their peer groups. This project helped create interactions and share our findings with digital filmmaking. For the Partner Place projects, we created artifacts that themselves are an examination of the people we interact with. The assignment itself prompted person to person interaction and personal storytelling that might not have otherwise been afforded.

The Social Networking project also exemplifies the idea behind Media Editing in that it represents human connectivity and condition through technology. In this context, we can analyze the visual representation of the connections that we have made over our lifetime. We can then consider the connections that we might take for granted. Media Editing prompts us to consider our connectivity in this age and what it might say about our generation. This is important because connectivity and interaction are directly related to problem solving and human interaction. Amanda Mollindo's Media Editing project exemplifies the human need to improve communication and the human condition through media technology. Skype and video calling made a breakthrough with personal communication across the world, and Mollindo saw an improvement to be made that would enhance the human condition. Mollindo's goal is to include

eye contact in Skype. This small adjustment is directly related to quality interactions between people.

Anamarie Johnson and Ben Martynec have artifacts exemplifying improvements on human to machine communication, specifically with the microwave. Anamarie had a problem to be solved: over or undercooking of food. The impetus for her Media Editing project was the idea that there is a problem can and should be solved. Martynec's artifact was created because he wanted to improve interactions between people and machines. Martynec wanted to simply change the interface of the microwave to a touchscreen drawing pad rather than a keyboard. His improvement did not so much have to do with a specific problem, but with human to interface to machine interaction.

The spatial interventions project involved exploring a common space with the intention to examine how we use it. After taking notes, we discussed how we would improve it. Most of these improvements involved how to better facilitate person to person interaction. Common intervention involved installing benches so people could sit together, or shade structures so people could be comfortable and create a small gathering area. The idea behind these projects are no coincidence; humans are social animals that strive to be better connected.

Media Editing has so much to do with new and relevant technology, its process is evolving and continuing to grow. So in it's essence, the Media Editing process involves learning to use, manipulate and create new media. Media Editing would cease to be relevant if it was restricted to a certain kind of technology, media, or even purpose. The Media Editing process by definition requires the ability to learn and relearn programs, media tools and implementation and distribution of the artifact. This process could not be static. The nature of technology itself requires this ability; to learn how to manipulate and use one tool, then to relearn how to use the improved tool and so on. For example, learning a list of media tools like Final Cut Pro X, Adobe Photoshop CS6 etc. but stopping there is contradictory to the essence of Media Editing because one day those programs will be considered old media.

Media Editing artifacts are represented in a medium that aids the idea best by making it the most relevant or provocative or interesting or all of the above. Like the process of Media Editing, the artifacts of Media Editing will continue to change and be loosely defined as

technology evolves. The Kanye project was produced via the medium of Photoshop because it best represented the image of Kanye and his thoughts with his own words. This project created a social and cultural commentary by examining these artifacts afterwards, and the process taught us how to use new media tools. The artifacts themselves speak to the state of communication and consumable media today; they are digital image files much like the ones we peruse casually on the internet. As an artifact of Media Editing years ago, they would have been hardcopy pictures.

Part of learning how to use and manipulate media is understanding the resources that we have and how to acquire them. The audio and visual modules taught us how to find and use public domain material and edit them to create meaning or awareness. With so much more media at our fingertips, it is imperative that we know how to access free things legally. A dramatic shift in the gatekeeping of information and media has occurred and is continuing to form, but it will be lost on us if we cannot take advantage of it or at least understand it.

Media Editing is also at the forefront of the prosumer state of creating and consuming media. In this age, people are calling for and making the artifacts that they want to consume. This goes hand in hand with the availability of media and information. The line between prosumer and consumer is the ability to use media software to create what we want to consume. The resources available to us will be wasted if we are not familiarized with them. When we work through these projects, we are bringing ourselves further over the line into prosumer territory, where we can be more productive and as a consequence more voracious consumers. It used to be that only professionals had the resources or the knowledge to release the media that they wanted. Several decades ago, people consumed more or less the same "popular" media (for example, books, movies, music). Now, there are so many more streams of these things alone, it is hard to even be aware of all of it.

Media Editing is learning to use and manipulate relevant media to address the human condition and interactions in the modern world. Media Editing seeks cultural relevance by using and commenting on new technology. I can be used for effective platforms to raise awareness or question the way our lives are documented.

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