

Tyler Tang
Spicer
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Essentials of Media Editing

This semester has taught me a lot about media editing. While I was expecting this class to just revolve around the use of different softwares for editing, I learned there is more to media editing than video, music, and graphics. Media editing can be referred to all aspects of the human experience. Even looking at the editing the mediums film, photos, and audio, the purpose behind these forms of media can be for a different reason than just telling a story. In this class, we looked more at taking everyday aspects and turning it into a work of art.

Looking at what we did in class, media editing focused on editing what we do in our lives. Starting with our first project which was in the photo editing module, we took a Kanye West tweet and made it into a comical image. This is an example of taking something society interacts with on a daily basis, Twitter, and making it into a work of art or a statement. We also looked at what two people could create while working on the same project. The Tennis Layer project showed what could happen when two creative minds connected and manipulated an image to represent what they were thinking. These thoughts could be in sync with each other or could be from complete opposite personalities. Looking at the project Brian Le and I created, we both had similar cultural aspects and added them to our image. However the image also contained bits of our own personalities. For Brian he is a huge fan of Lady Gaga thus he added an image of her to our picture.

Along with images we got to edit audio. What I took away from our audio module was the idea of manipulating things. We started with mashups in music which gave us the chance to combine two songs from the same artist we thought would fit as one song. For me I combined Green Day's "21 Guns" and "Boulevard of Broken Dreams" based on the similar structure the two songs had. After the mashup project we created music with just spoken words as a group. My group took the blandness of a narrator reading an excerpt from Edgar Allan Poe's *The Raven* and did different approaches to

making the speech sound lively. Brian's was the best example because he placed the narration over Carly Rae Jepsen's song "Call Me Maybe" which made the dreary sounding narration have this happy-go-lucky pop vibe to it. The basic idea behind the audio module was the fact we can manipulate the encounters we have in everyday life through speech and music. It got me thinking that some of the audio narrations we hear of important phone calls on the news could be edited to a means of changing the speaker's purpose behind his/her message.

The module that really switched my view on the purpose of the class is when we got into social networks. Looking at how social networks are constantly a part of our lives and connect us with everyone shows how much we already edit in our daily life. We choose who we want to accept or deny as a friend or choose who we want to keep in contact with; all of this can be summed up in Victoria Janacek's final assignment for module 4 with her dandelion social network. Module 4 then showed me that editing is not just for the sake of telling a story but can be used to change things to perfect our lives. As we started the interface module, this started to get more in depth of using technology to better our lives. In my group's problem solving session for an interface, we came up with a grocery store app that would help people find the best deals based around them. Along with finding best money savers, the user could then use the app to create a grocery list that the grocery store workers could receive and create a bundled package the user can pick up at the store as a means to save time and possibly create jobs. This module was the beginning to show how basic interfaces can be problem solvers to lives which was a great transition into the next module.

In spatial interventions, we looked at how an environment affects the lives of people. Instead of editing the lives of the people in an environment, we thought of how could we edit the space to affect the individuals in the area. When we did our first assignment which was the space observation, my group checked out the coffee shop in the Design North building. We saw how the space was set up and used by the students and faculty. After looking at these aspects, we thought about what changes to the coffee shop would be ideal to make it better for the customers. One of the suggestions was to paint the coffee shop a different color so that way it would not be so bland and give a more artistic and vibrant look to it; it would also make the place look less like an

elementary school cafeteria. For our final assignment in the spatial intervention module, I made the proposal of adding nap pods to the student lounge in Stauffer. I felt adding the nap pods would be a way to improve on students' stress levels and creativity; in a way it would be editing the way students worked.

If there's anything I learned from this class is that editing can be found outside of the usual forms of media. Even in the common mediums for editing there is more to it than just trying to edit to make a narrative. Like in the final video assignment, we were to just give a public service announcement about an issue, not necessarily tell a story. Editing can be used as a way to change lives for the better or worse. Audio tracks can easily get manipulated to say things that are offensive than what the original speaker intended. Interfaces can improve our lives but at the same time dumb down society since the technology is "smarter". All of which is a form of editing our lives which is what we just went over in module seven. So then the end of this class leaves us with the question of what will editing be like years from now? Will we be able to edit our lives on the spot if we make a mistake? What are the consequences going to be with such editing power? With such debatable questions, the best way to answer them is to advance our editing platforms slowly as we think of why is it we need to edit an aspect of our life.