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Stitching It Together

“The only thing worse than being blind is having sight but no vision.” Helen Keller is saying eyesight is not all just about what one sees literally, but how one sees things in the world around him. To take it a step further, when people encounter something, they should think about and decode what they experience. This modern era of information exposes people to great amounts of media such as images, music, news, etc. This information is created with intent, where the source putting it out consciously decides what people will experience through the media. This choice is known as editing, and since media is involved, more specifically media editing. The process of media editing involves taking something that already exists, and intentionally choosing how to present it to others in a new way.

Images appear almost everywhere. Although images are a single frame of a still moment, they can speak so much to those who see them. With my own experience in media editing, I have learned images speak as loud as words.



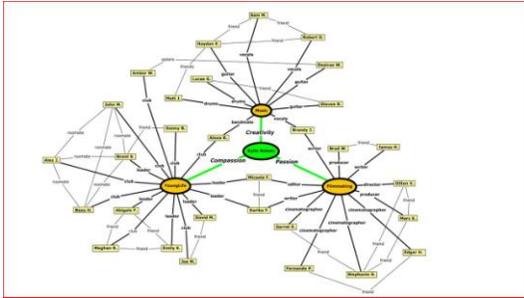
This image uses a variety of several other images to create a new image. The film camera, desert background, music note, and “love is the movement” slogan are all separate images. However, I edited them to create a new image to define me. This new image not only defines me, but also has a clear message to those who see it—live your story. This image is a visual form itself of media editing, as it takes already existing images and presents them in a new way to make a statement.

Video has just as big an impact as images. Movies, television, and other video formats have a chance to actually tell what it wants to communicate. While editing video, I learned how

to literally express my intentions. (<http://www.youtube.com/watch?v=aHhDTxsg6e0>) That video I edit literally opens with the word “courage.” This tells the audience right away what it is about. The video clips used are all previous clips throughout history (archival footage). I selected the parts that represented courage in my video. Alone, the elements of those videos don’t really show courage; however, when put together with carefully selected video clips and arranged, they take on a new meaning showing courage. The video communicates to those who watch it to be courageous and stand for what you believe in. The speech by Charlie Chaplin literally tells of how to be courageous.

Music is another form of media that can be edited. Interestingly, music appears in other forms of media, such as video. Music is edited in two ways: either compiling a variety of samples together to form a song, or using songs that already exist to create a new song. (<https://soundcloud.com/themovementlove/2013sp-nelson-mashup>) In this song, I used two existing songs by Linkin Park and mashed them together. This formed a completely new song that had emphasized similar qualities in Linkin Park songs. What is interesting is how “the original source is stripped of its sacredness and the music text goes from being etched in stone to being written on a dry-erase board” (Serazio 83). The original Linkin Park songs are now interchangeable within one another within the mash-up as parts become erasable and written in where pleased.

I have been talking about forms of media being editing together from existing media. Not all forms of media have been recorded yet though. Furthermore, not all forms of media are permanent. Social networks are an example of the ever-changing side of media editing. Social network sites, such as Facebook, allow users to pick friends, post statuses, and choose who and what to view. On these sites, friends are always changing, statuses are updating, and the people who are followed are changing too. Media editing can take data from these sites and organize it for others to see. To further my point on social networks, media editing can edit information that is present, just not in physical form.



In the photo, I have edited a graph to show the people in my social network. Just by choosing who to show is a part of media editing. I am choosing to also pick certain groups. These people and groups already exist, but they have not been recorded. By editing them, I have created a new way to visual my social network.

Life can be edited too. The way in which life is edited is limitless. Similarly to social networks, things in life exist, but not always in a physical form. The basic way to edit life is memory. Choosing which memories are good or bad, or even what to remember is a part of the editing process. Media editing however creates artifacts for others to see. Therefore, I took the approach of combining individual memories with an app that be shared with friends. In my proposed app, LifeCal, a user records various parts of his life. This includes notes as well as the overall impression of the day to that user (good, bad, alright). Once the user has entered the data, the data is stored in a calendar and he can review days and see what he recorded. Of course, he can share his day with others who have the app or in person. My approach was just to make an app, but I'd argue all other forms of media editing mentioned above all are forms of editing life.

Media editing is used to inform or entertain in ways which uses existing pieces of something to create something completely new. Over the course of taking the media editing class, I have learned that what separates collecting artifacts and editing them is intent. An effective editor always questions the purpose of the new artifact he creates, and then sets out to achieve that goal. The people he influences, whether a few or society in general, will experience the artifacts, therefore intent is necessary. Overall, media editing is how we as humans create new artifacts for others to experience.

Works Cited:

Serazio, Michael. "The Apolitical Irony of Generation Mash-Up: A Cultural Case Study in Popular Music." *Popular Music and Society*. 30.1 (2008): 79-94. Web. 5 May. 2013.