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Media Editing Final paper

Envisioning my Imagination

What is media editing? If I were to be asked this question before taking this class, the answer would have been simple; it's the way videos are made, right? However, after taking this class, I realize that the answer I gave is quite laughable. I had once believed that media editing was strictly the making of videos, and editing them with special effects and sounds. As this semester came to a close, it became apparent to me that media editing is actually so much more. Media editing can be found all around us. Whether it's through text, graphics, music, or videos, we encounter it daily within our lives.

Looking back at the beginning of the semester, we were asked to create a graphic with a text statement that describes our life philosophy. This assignment is an excellent example and ties in perfectly with what media editing is because it gave me the freedom to illustrate my life philosophy using my own creativity and imagination.



This piece of work allowed me to get my feet wet with Photoshop, which is one of the most popular media editing tools used today. This program was completely foreign to me, yet with some determination and creativity, I was able to construct this image. Using different hues and color balances, I was able to make the tree on the left appear more dead and gloomy, while making the tree on the right full of energy and life. The great poet Robert Frost once said, "In three words I can sum up everything I've learned about life: it goes on." I strongly believe in these words because no matter who you are, everyone will face hardships at some point in their life. When something gets me down, I pick myself right back up, because life is a beautiful thing and it will always go on.

The realm of music has a powerful effect that can drastically change the way we interpret media. One great example of this can be found in our speech to music interpretations assignment.

https://soundcloud.com/nickpusec/spring_2012_pusec_module_2_gro

Our group decided to take the speech given by Vermin Supreme on gingivitis and using different sound elements, make his speech sound more serious and detrimental. Without the music gradually getting louder in the background, the speech is simply sarcastic and humorous, but by adding Clint Mansell's "Lux Aeterna" to the speech, it gives his speech a humorless sense of urgency. This is likely due to the fact on how society has shaped our mentality to interpret certain sounds and music, but the way we choose to edit musical media is entirely based on our own creativity.

When we began the video module, this is what I had originally thought media editing was all about. I found this to be an area of media editing with seemingly limitless bounds of imagination and ingenuity because it has the potential to combine text, graphics, and audio all into one video. The final project in this module gave me the opportunity to raise awareness on bullying, based on my own perceptions.

<http://www.youtube.com/watch?v=d0WAAcmpOVY&feature=youtu.be>

I began this project by finding text, specifically statistics of bullying in 2012. In order to grab the attention of the viewers, I began the video using clips that the audience would immediately recognize. Although the initial clips may have seemed humorous at first, the video quickly shifts into a more serious tone, with more shocking statistics and more realistic footage of bullying, thus having the viewer question themselves whether or not laughing was necessarily appropriate. To give the video a stronger effect, I decided to use the song "Mad World," by Gary Jules, because the song itself speaks about depression and sadness, feelings in which bully victims undergo on a consistent basis. The text, clips, and music were all unique choices that I personally had to make in order to construct this video in such a way that I felt would get my message across.

Media editing is rapidly changing and new ways in which we edit media are always being created. Like videos, some of this media tends to be a combination of other media types. Social networks and interfaces are two examples of media that we are constantly interacting with and editing. When we log onto Facebook, we are essentially editing media every time we add status updates to our wall, comment on the pages of our friends, or upload our own pictures and videos. Blackboard is an interface that all ASU students must log into and interact with. Whether it's to submit their projects, upload and download files, or to use the different applications it provides, we are interacting with an interface.

This class gave me a new understanding on what media editing truly is. It made me realize that with almost everything I do in my life today, I am editing media in some shape or form. It was never simply just the construction of videos using Final Cut Pro; this was merely just a taste of what media editing truly is. Whether it's the latest achievement I unlocked in a video game, or simply a doodle I make in my notebook, I am essentially leaving evidence of my existence. Referring back to the original question of what media editing is, I would now say that media editing is how the creator chooses to envision their imagination.