

The idea of media editing is much like it sounds. It is about how we take different things in life and mold them into a creative form of communication and interaction. From what we have learned about social networks, spatial intervention, and recording life, it is safe to say that media editing is not dependent upon technology alone in order to occur. It has always been around in one form or another.

Today, one of the most common forms of media editing is attaching typography to a visual aid for added effect or emphasis. Take our Kanye West project for example. What we ended up doing was taking the raw information from the tweets that he, himself, had made and then placed the quote over an image that we created ourselves relative to the way that we wanted the viewer to interpret the quote. In doing this, we demonstrated a form of quick communication through visual stimulus. Like all of our own individual turn-ins on the Wikispace, we all had different moods, genres and messages that we wanted to incorporate into our presented pieces. For my work on the Kanye West project^[a], for instance, I was going for a comedic impression by visually and typographically over-dramatizing the quote, "Sometimes I get emotional over fonts."

Our second module covered another style of communication that is still growing in popularity: sound. I seem to meet more and more Digital Culture students who want to focus on the art of music. For decades, the affects of sound have been greatly appreciated as it has been used in cinema and by musicians the world over. There is a power to music that creates emotion, enhancing the affects of the activity that a person participates in. In one of my audio clips that I have uploaded on SoundCloud I made a bit of poetry aesthetically more interesting with background music and sound effects from Audacity that made the whole experience even richer for the listener.^[b] However, this is not all that sound is good for. Newer models have demonstrated inventive ways of benefitting human beings in a slightly different manner. In recent years, researchers in the AME program have developed an interactive system for people who have had strokes to help them in their rehabilitation. There are at least three features of feedback that the user gets from the system.^[c] One of them is background music that changes

sound and tempo in correlation with the visual feedback, both depending on how the individual moves their arm.

Possibly my most favorite method of media editing is what we did in video editing. We know very well from YouTube just how big of an impact video has on society. People use it for all kinds of things to communicate, play and/or reveal news. Unfortunately, you also get a lot of people who just like to waste time with it. Video has opened doors to both good and bad. The content that can range from a family home video, to a documentary, to a movie, to blogging, to news and historical events, to terrorism and propaganda, to pornography, etc. One of my own videos in Module 3 was something called a rant- something that a lot of people do online.^[d] Here I was expressing my opinions and frustrations regarding a certain topic, to which people are free to agree or disagree with. The way that I made the video was by recording myself, using an iPhone camera. I then brought it into Final Cut Pro where I made numerous cuts. This helped to make it more visually interesting and cut to the important parts of what I was saying.

So far it would sound like media editing is all about technology and art. This isn't the case, as I previously stated. Rather, it is generally about creating new things and implementing changes, both on an individual and societal level. For the first three modules, I just gave a few of the most common examples of media editing. Taking this course for the first time, the last four modules were kind of a surprise to me because they weren't as obvious.

The fourth module taught us about the importance of social networks. The most well-known example for this one is Facebook. Prior to signing up for it, we already have a personal network of people that we know and have met throughout our life. Once logged into the site we can connect with those people (if they also have an account). Under certain conditions, we can view their social network of Facebook "friends" who we can have the option of connecting with as well, thus acquainting ourselves with our friend's friends. But this may not be the all-time best way to branch out to those people. One could meet said persons at work, a party, or an online game even. Some of the benefits to these changes in a social network could be a new job-lead, meeting a potential spouse, and simply making new friends.

Interfaces are another thing helpful to society that needs constant work. It involves any object we can operate or command at will. Lately, the world has been trying to find new ways to create ease-of-use for things. We can see how they have done this with smart phones-capable devices for vast amounts of uses. Before, flip-phones were the best and most popular cell phones to have but then they eventually came out with iPhones that had a touch-screen and only, maybe, a couple of buttons on the front. This technological advancement was very popular because of its features and its interface. Even now, they are still implementing newer, convenient changes to it, like waving your hand in front of the phone instead of having to touch the screen at all.

The next thing we covered was spatial intervention, which is a vital thing in many cases. Space is something that we all have in common in the way of the environment around us. We all share it... but then again, sometimes we don't. For instance, for a group project, we were in Charlie's Coffee Shop on the second floor of the Design building. Here we observed that it was a little claustrophobic. Walking space was taken up by metal chairs and tables. A couple of cement pillars stand in the way and a divider was awkwardly placed near the entrance of the café. The front counter and kitchen also seem like a small space. In a situation like this, changes to the environment can be proposed, planned and executed. People's objectives may vary depending on their objective for making modifications. For the café, our purpose was mainly to create more space for the customers and employees. Doing this would make the place more relaxing and less cramped.

Finally, we come to the big one and that is life itself. Keeping a record of it is important in each different aspect, whether it be our personal life in a journal, a clock-in/clock-out program for work, a television broadcast of the news, etc. Integrating new ways of recording life is how media editing places a role. For instance, when important places like banks reached the age when video cameras were invented, adaptations were made to plant surveillance cameras for increased security.

Media editing, again, is not just for fun or artistic purposes. It is used to implement changes in our culture, whether great or small; for better or for worse.

[a]

<http://mediaediting.wikispaces.asu.edu/file/view/Emotional%20Kanyey.jpg/400040596/800x364/Emotional%20Kanyey.jpg>

[b] https://soundcloud.com/desert_dragons_13/the-erie-raven-part-1

[c] https://asunews.asu.edu/20090430_AMEMixedReality ;

<https://www.youtube.com/watch?v=-fDmJJCw5E4>

[d] http://www.youtube.com/watch?v=UOSdKfrM8kw&feature=player_embedded