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DSC294 Media Editing

Final Written Assignment

What is media editing? As cliché as it is, the dictionary definition of the singular “medium” actually offers a lot of insight into this question: “an intervening substance . . . through which a force acts or an effect is produced” (Medium). Media can include any material, for example text, graphics, audio, video, social networks, interfaces, and even space. However, how an editor changes this material controls what is being expressed. Most importantly, media requires an audience. Part of its purpose is express something to someone.

When creating a piece, the idea is the first and most important step. The initial idea can include the purpose, message, theme, concept, location, etc. It is some defining feature that sparks inspiration. From here, the form of the piece can diverge in radically different directions from a watercolor painting to an animated video to an elaborate installation of pipe cleaners.

Thanks to technology and the Internet, the dissemination of media is effectively endless, not only in terms of distance but in terms of time. Documentation of any media form can be sent and saved like never before.

Work Cited

"Media." *Dictionary.com Unabridged*. Random House, Inc. 28 Apr. 2012.

<Dictionary.com <http://dictionary.reference.com/browse/media>>.