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DSC 294: Media Editing

Final

Of all the courses that I have taken at ASU, Media Editing has got to be one of the most influential classes I have completed, as it has really opened up an extraordinary amount of knowledge and opportunity in pursuing a career in the digital media field. Media Editing certainly gave me a better idea on all aspects of digital culture, ranging from video editing to audio production, and even into the designing and purposes of interfaces. Throughout the semester, I have attained and sharpened skills that aren't taught in many institutions around the world. My portfolio from this class shows the perfect example of how a student with little knowledge in the media field has progressed thoroughly in a short period of time. This is great motivation and a confidence booster knowing how fast I have developed my skills, striving towards a career in something that carries self-interest.

The first module was a great beginning to the class, as it was a perfect entrance into the world of media editing. Text and graphics is a topic that is widely used in everyday life, and one of the most common uses of editing in a college students life. Between photo-shopping ugly, red-eyed college party photos and the importance of text to get an important message across, ASU students use this to their advantage more often than not. AS a digital culture undergrad, I can use the skills taught in Photoshop in a wide array of situations in a career involving any type of digital or social media work. In the Kanye West twitter project, I learned the importance of placement, organization, and correlation to give the finished product a better understanding to the point he has trying to display. This can be used in my near future in marketing campaigns, social networking, graphic designing, album covers, etc. An excellent example of this project being exhibited daily through social networks is memes. The use of text and graphics gives the viewer a strong grasp of the message at hand.

Of the seven modules taught throughout the semester, my favorite topic was undoubtedly on Audio. I may be a little biased as this is the direction I would like to head in the journey towards my ultimate profession in audio engineering. Audio, sound, and music as a whole has been a passion of mine dating back to my childhood. I have taken two other courses that were strictly focused on audio production and sound design. The media editing class had a strong relation to what I have learned in those two previous classes. Sound is everywhere and feel that sound is extremely important in today's world. Whether it is music, conversation, outside noises, or even silence; they all have a large impact on how we interact with society. The projects given in the media editing course were more so relating to musical compositions, rather than sound itself.

From the discussion "What is Music?" I came across this quote, "Sounds can be artistic, but to be music, they must have rhythm." Music is completely subjective to each individual's opinion. In my class MUE294: Open Minds, Digital Ears, our class had a similar discussion on what makes sound, music. From that discussion, the majority of the class concluded that music is an art piece, and whatever the artist (the musician in this sense) composes is considered music to himself, lacking rhythm or not. Others may not agree, but that is why it is subjective to each individual. We listened to pieces compiled of what seemed randomly placed, screeching white noise that sounded nothing like music to me, but the musician made it as a musical piece. It is hard to define what music really is, and I feel as if it is whatever the listener makes of it, whether any rhythm is present or not.

Learning how to make a mash-up was something that really interested me and gave me excitement in completing the project. The assignment showed me the importance of fluidity and transition between audio pieces. Using fading and volume control is crucial to give a piece that clarity and smoothness that the listener wants to hear. When our group chose the highly respected, inspirational and powerful speech of Dr. Martin Luther King, I knew I needed audio that suited the powerful build-up of Dr. King's motivational talk. This made me realize the significance of matching audio to the theme and emotion of dialogue. An excellent example of proper audio animation is in films and movies. When a movie has taken a sudden, unexpected

turn, you might hear an ambient, suspenseful audio piece cue to give a dark and vigorous effect to the viewer. I will certainly take my newly attained talents and apply them into an audio production or sound editing career.

Video and the editing process of footage was a real eye-opening topic for me. For the first time, I completely understand the editing and production process in creating movies, shows, skits, etc. The editing portion of this class changed the way I view my favorite shows and movies. Now that I actually know the process that films go through on the way to the finished product, it is hard not think about the transitions used in between scenes, or the audio placed in a video at a crucial scene in the movie.   While I was creating my video for my final assignment on module 3, I noticed how important placement and timing are in creating the desired image and feel. The underlined meaning to digital media such as audio, text, and video is to create a meaningful message to the viewer/listener. Without meaning and importance, a piece lacks intrigue and interest that a viewer needs to keep attentive.

The idea of social networks is frowned upon by many. These folks usually don't understand the importance and unity behind social networks, but in reality, are part of countless social networks. Facebook, Twitter, Myspace, Google+, etc. are networks that get the most criticizing, usually from old-fashioned elder people. These may be the biggest, most well-known social networking sites, but are only a portion of an endless amount networks in society. Internet networking is just a small portion of networks people are actually involved in. People do not understand that their workplace alone is a social network. Family, friends, classmates, sports teams, and shared favorite artists are all examples of social networks one may belong in. Networking is very important to me and the quote, "It's not what you know, it's who you know" holds true when seeking employment in this world.

The Post-It note exercise gave me awareness on the historical significance of past and new interfaces. It was great to see so many examples of interfaces from each group differentiating from past and current inventions.   It made me think about how interfaces have shaped our world and lives with all the new technology and ground-breaking inventions. I had an inspiring experience in creating my final individual assignment on interfaces. Coming up

with ideas and blueprints for updating my chosen micro light interface gave me motivation and hope that I could actually pursue the concept.

How an individual interacts with a given space creates memories and thoughts that are often re-experienced throughout one's life. Everyone has a special memory or picture of a place filled with memories, good or bad, and these are often significant to a person's identity and views. These special spaces may be where they are at peace, have great memories, or maybe where they call home. Memories and thoughts directly relate to one's mood and happiness. Having special interventions full of good recollections and quaint experiences are crucial to a person's individuality and contentment.

What is life? It's the world's most sought out answer. Life is what you make it and has no real definition that applies to everyone. Life is full of memories, experiences, friendships, hard times and good times. What if there was a way we could just play our life back on DVD (or Blue-ray), reliving all the faint memories? Orison is definitely a program that has addressed this desire. Orison was a great tool to tell a story about points in someone's life, re-experiencing all the fun, hard work, and pleasures in life. This is something that surely can develop into a monumental interface in digital media history!

Overall, media editing has taught me the processes in production of digital media such as video, audio, and text, all while learning an understanding of the meaning of media and its purpose. I learned the importance of networking and all the ways and advantages to applying myself to the people around me. The growing use of interfaces and technology has greatly impacted the world of today and continues to shape the world of tomorrow.