

MEDIA EDITING

To define media editing, one must immerse themselves in the concept of technology and creative thinking. Having had somewhat of a background with editing in the past, I'm slightly more accustomed to the possibilities and creativity it presents. I would say media editing as a whole is largely summed up and defined with editing of audio, video and image as the main three. However it takes practice and experience to realize that there is much more to it than simply making changes to pre-existing raw footage or data. It a whole way of thinking, a way of envisioning and creating simpler and more naturalistic motion and adaptability for everyone who comes into contact with it. The aloofness of a general definition and explanation is often a hard process to define mainly in part because of the nature of its concepts and designers are generally very futuristic and creative in thought themselves.

I feel that media editing as a field will never become a defined set of practices simply because technology is always changing and therefore will never become a concrete set of principles or processes. Simply put, people 100 years ago would never have would have been able to predict the technologies just as we in 2010 will only be able to guess at what possibilities we will have 100 years from now. I feel that my definition of media editors are something along the lines of an artist. Where as the artist takes his tools-he then creates. Just as the editor takes his tools and creates a whole new product or end result from the original as well. A perfect example of this can be seen in the vastly popular program Adobe Photoshop. While the general population may have

heard of it, and know how to turn photos black and white and add some contrast, the real reality is only a small percentage of people actually dive into the higher functions of the program itself and realize its true potential to transform images to something completely different from the original. Working with Photoshop on almost a daily basis for about 3-4 years now I can recall on several occasions where I often find myself in awe of what I have created after comparing my starting point to my end result. It is truly that remarkable.

Another great example and powerful tool when it comes to video editing is found in a readily available program called Final Cut. With this program an editor is able to make professional editing decisions with some fancy effects as well. With programs such as Final Cut and Photoshop, almost anything we see as a generation from marketing is directly relatable and retraceable to either program. It's in my opinion that programs such as these have interwoven themselves into our society and continue to grow each year. Everyone loves there movies so there will always be a need for video editing, just as everyone who takes photos is always looking for their pictures to be sharper, and more vivid.

Its safe to say as a race we make a lot of mistakes. This is exactly the reason why the idea of an editor is such a huge appeal everyone. The idea to be able to cover up and edit out bad memories, experiences and leave and recall the happy and preferred ones. This idea was seen in the film which we watched in class called Final Cut starring Robin Williams. Futuristic movies such as this really play upon the idea that we have the ability to edit out basically every moment we ever experience as humans, and is somewhat

disturbing to think that we are not too far away from this sort of thing actually existing. Personally I'm very happy to know that classes such as DSC 294 are being offered and taught in universities nowadays which serve such a vital role in expanding creativity in students who might otherwise never be exposed to this sort of thing. I felt that throughout the semester my knowledge of editing grew with each project we were assigned as well as my appreciation that I can actually do this sort of thing as a profession and put my creativity to use. I really feel that with technology ever-evolving and the growing trends with new generations that having classes such as this will become a vital part of a school's curriculum and a necessity to be educated with for decades to come.