

Kyle-Benjamin Martynec's Written Final Mediated Assignment

It all started with my fall meeting with my adviser. We were planning my spring classes, and also talking about my digital culture major and where I wanted to go within that major. After depicting the things I would love to learn, my advisor immediately insisted we look into DSC 294 Media Editing. She said that not only it aligns with what I wanted to study, but also previous students have given it extremely positive reviews. I was thinking, "Sounds interesting enough, but what exactly is media editing?"

Media is defined/ understood to humans as the main means of mass communication, and of course editing is the process of changing different material into a desired outcome. For example taking audio and making a song out of it because of the sounds and background added to the track. So when those two words are used directly after one another it takes on a whole new fun, and ever-expansive area of study. Media editing; editing the way humans communicate with each other and displaying it in a aesthetic, creative way. I wasn't sure what to expect from this class, or if I would enjoy it; looking back on it id say I got the most out of it I could. First off, I liked how we called each section modules. From the beginning this told me that it would not be like any other class. We didn't study sections or chapters; we were to study modules. The first of which was a module I was "at home" with.

Meaning I have personal experience with Text and Graphics. In high school I took photo-editing classes that I thought

"Help Education.



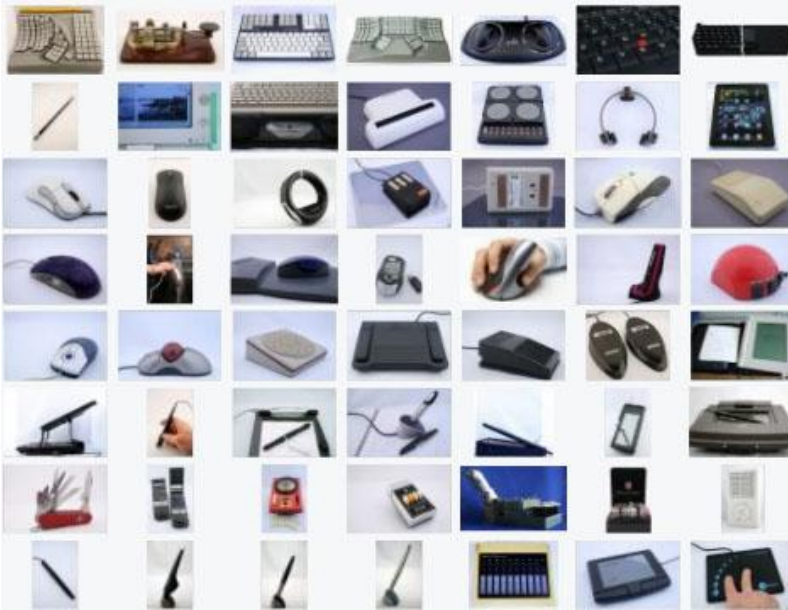
School systems were designed to turn people into factory workers."
-Kanye West, Twitter

KW Tweet

developed my digital artistic side. When first introduced to this module I was thinking that it would be a repeat of what I already learned, but I was wrong. The class started in high gear. We were expected to take a tweet of Kanye West's and make a visual representation of it within the class period. This was new to me, to make something I was proud of in less than an hour? It really made me test my limits and see what I could do. Overall I liked how my first assignment came out. We then started with a unique concept called "Layer Tennis." This is when two people would take an image and edit in a way they found appealing. Then they would send this image back to their "opponent" and they would again edit it in a manner that seemed to fit with the initial theme. This is the moment that I knew I would like this class. It was the pressure of having to perform that made my heart race and give me an adrenalin rush.

The third module was about movie editing. I have always been enamored with video editing techniques and the skill needed to create a video that flows. This module made me appreciate video. It seems that everyone notices when a video is horrendous. Meaning it appears everyone can see flaws in bad editing, footage, transitions, camera angles and other things of that nature. But when there is a well-done video it seems less people take notice, I feel like this is because we have become accustomed to a certain way to view videos and they seem normal. This module gave me an inside look to an industry that it appears most of us take for granted. So when I was creating my final video for this module I tried to incorporate as many techniques as I could to make the video flow. Michel Gondry was the person that I was most intrigued by. His "[The White Stripes - Music Video - Fell In Love With A Girl!](#)" video was something I was fascinated by and it opened my eyes to the various number of techniques. [My video](#) was to raise awareness about my favorite sport in the world: lacrosse. It is a relatively "mysterious" sport because people do not know much about it. I was using technology to edit one of my games and show some of the different ways humans communicate.

The fifth module focused on interfaces. I think this was the module that I really started to grasp what media editing meant. This was thanks to our in class group exercise with the post it notes. When we were asked to write down what we thought the best interfaces have been, it caught me off guard. I always thought of interfaces as an Internet thing, something we interacted with over the web. But I learned that interfaces



Bill Buxton's Collection

have been around for thousands of years; interfaces are just something that humans interact with to accomplish a certain task. I like the example used of showing some of [Bill Buxton's](#) gadgets to give us some inspiration to what we thought were the best interfaces.

The last module (seven) was the most thought provoking. I think it

had to do with how it was taught. Showing the movie *The Final Cut* was a great

introduction to this module. It exemplified in what direction our society might/could go. Even more so when we were introduced to the Orison software that seemed to make the idea behind *The Final Cut* even more probable. I think the ultimate application of media editing is editing ones life. Being able to take another's life and wade through it and do with it what one pleases. Really the idea is mindboggling, and scary. With the invention of this technology it brings up a whole new ethical issues. These issues would be different for each individual and it would spark major ethical debates.

The modules, group assignments, in class projects, and final tasks have given me an understanding to what media editing really is. It's the different techniques and interfaces that allow an individual to change material to depict their specific ideas.

Throughout this class and working through the modules, I have learned a great deal and will continue to pursue these techniques to enhance my understanding of media editing.

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