

Nicole Lovett  
Media Editing

Prior to this class, I assumed the definition of media editing to be the alteration of mainly pictures and video but I learned it is so much more. Media editing is essentially the modification of almost anything, whether it be graphics, social networks, or even life itself. The editor can add, manipulate, or re-design the content of their work in any way they see fit. These adaptations can be for the creator's personal use or with the intention of getting a specific message or ideal across to the public. Media editing can be applied to graphics, audio, video, social networks, interfaces, spatial interventions, and life.

Graphics and text on their own are strong means of conveying messages, and when used in conjunction with each other they become even stronger. In our first assignment we used the words of Kanye West and created an image in response to one of his tweets. His words alone may not have had too much of an impact, but when they are accompanied by an image reinforcing or negating what he said it evokes a reaction. Kanye's words were brought to



life and therefore enhanced with the addition of graphics. The strongest example of graphics editing was the in class layer tennis exercise. An image created by a classmate had to be interpreted and

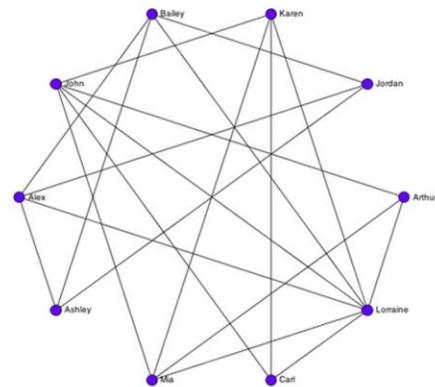
then manipulated before being sent back to the original creator. Without any guidance in the way to interpret the image, the viewer is forced to make their own conclusion and create a new image in response. By altering graphics they bring on a whole new meaning all together.

The ability to edit audio has opened the door to for a lot of unique creations. Much like our first assignment in this module, two different songs can be 'mashed up' and by changing and adding a few elements a new song is created. <http://soundcloud.com/nmlovett/sound-mash-up> Without adding anything to an audio clip, you can make a completely different new

sound. Altering the pitch, speed, and tempo of simply a spoken word can, in itself, become a musical composition. <http://soundcloud.com/nmlovett/teency-tincy-1>

Video editing is a very important process within the entertainment industry. The ways in which video is edited can severely alter the overall message of the footage. In our first assignment we had to create a video relating to a specific word. Only one particular word in mind really changes the way the footage is looked through. Only scenes relating to that one word were considered, while everything else was discarded. <http://vimeo.com/36980944> That is only one of the many ways in which video can be edited. When we created our group videos we all had the exact same raw footage, but everyone edited it in a different way. While some of the final videos may have been rather similar, no two were edited in exactly the same way. <http://vimeo.com/38660938> Video can be edited for recreational purposes or in order to get a specific point across. The content chosen would be those that highlight the main point being argued. Footage can be interpreted in many different ways, and the way it is edited ultimately determines how it is perceived.

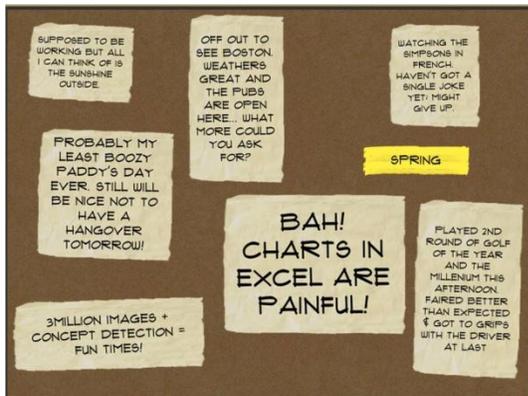
Within your daily life, you are constantly altering and changing your social networks. Who are you no longer friends with? Who are you avoiding because they are friends with someone you no longer like? Social networks are very fickle, and while you may always be friends with the same people the amount you communicate with each of them changes. When we worked on the CMAP in class, it became very apparent who communicated with whom amongst a particular set of people. While you may speak with everyone in your social network, not all of them have direct communication with each other. You chose who your friends are and with whom you wish to talk to. While some people may be graced with face to face contact, others may simply only have the pleasures of random facebook encounters. It is funny to think you can 'edit' your social networks, but it is entirely true.



Successful user interfaces are supposed to be designed with Jesse James Garrett's "The Elements of User Experience" in mind. In class we worked on analyzing existing interfaces and came up with different ways in which they could be edited, or improved. Editing a user interface is more improving an existing system than anything else. You look at the main functions of the system and determine new ways in which it could be more efficient. People are constantly thinking of ways to improve already existing systems.

Spatial interventions are much like user interfaces in the sense that they are works to be enhanced. You look at a space and determine how/what would make the area more appealing and essentially improve the overall atmosphere. We were all assigned a specific area around the Digital Culture building and we observed the ways in which people interacted with the space and how it is mainly used. In the end, the majority of the proposed installations were more aesthetic than anything. Spatial interventions are in essence installations editing the area they are in.

Life is the one aspect constantly edited by every decision we make. By using the Orison program we were able to take images and written words to edit the life of someone unknown



to us. You are able to choose the way in which this person's life is perceived by others. It is much harder to edit someone else's life since you really have no idea of who they truly are. In the movie *The Final Cut*, Robin Williams' character has to occasionally visit the family of the person for whom he is making the rememory. While making the

album from the data provided it was hard to choose what pieces to use. Editing your own life would be much simpler than editing that of another.

There are so many aspects of life that can be edited, but it is the end result that is most important. The ability to manipulate different media from video to special interventions is a very valuable skill set. Editing provides endless opportunities to alter and improve upon a wide variety of media.