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Media Editing

What is Media Editing?

In high school I was introduced to the modern concept of media editing in a class called New Media. We spent a copious amount using Photoshop to edit our personal photos and eventually I even created my own calendar. We also made what I would now consider sad attempts at making websites and videos. I believe that as my media editing career has progressed so has the subject itself. During my high school career Myspace had emerged but no one was quite as obsessed with social networking as they are now, video and sound editing were done largely by professionals and many editing programs were only in beta, at least as far as my knowledge went. The entire idea of media editing has changed massively even since then. Media editing as is claimed in the name is the editing of media, but I feel that the process before the editing is the most important and is left out when it comes to having its own name, and that is the creation. You have to have the original photos, data, videos, and networks to edit before anything can be accomplished. When I think of media editing I do often think of taking media from other sources and pasting them together to form something new and more



interesting which was clear in both my video and my audio pieces. My video was purely found on Youtube and my sound piece taken from other owner's sound clips. I think that this kind of media can be used very successfully to influence someone because the base of your design may be something that your viewer/ user already recognizes and something that brings back



a particular memory. I have always taken pleasure in stealing from the internet and making my own everyday designs for banners, computer backgrounds, signatures and icons using photos from a large multitude of sources. This to me has always been media editing, until this year.



When entering DSC 294 at the beginning of



the year, it seemed to be very similar to a

class I had taken in my sophomore year in my Intermedia major called Introduction to Digital Media, we started with 2 dimensional editing of photos, then moved into audio and then quickly into video, but unlike my previous class, here it took a strange new turn. I attribute this to my major now being Digital Culture, which so far has included far more ways of editing that I could have ever hoped for. I have learned how to make my own interactive systems which produce their own feedback. Similarly to that, in my new media editing class it was introduced to me the concept of editing your friends. It has occurred to me before that you could possibly delete friends from Facebook or from your phone, but it never occurred to me to try and construct all my friends in a way that we did with Cmap and Egonet. Examining these really shone a light on who was important to me and how they connected to my other friends. This was a new section of media editing that I had been introduced to just this year. Similarly I never even knew that there was a device anywhere near that of a sensecam, let alone people who would participate in such an endeavor, or people who would consider editing it.

Over the last couple years I have also learned that the producers of a lot of media are not what we would call professionals. Youtube has exploded exponentially, making the everyday home video maker into a superstar. Many audio mixes and songs that appear on the internet, such as the bed intruder song earned the makers super fame but also who may or may not have participated a huge part of the media editing market Videos and even speeches that are auto something as simple as an Iphone



have not only the subjects willingly. This is of today. tuned with application

have reached wild popularity.

In the simplest terms, media editing is the taking of any kind of information and designing it to fit your needs. Through the projects that we have developed this year in this media editing class, I have honed some skills that I came into the class with, including using photoshop, editing video in imovie, and audio in audacity. I have also learned to use great new programs such as Cmap and Orison, and all of this is part of the media editing process. Learning new applications and knowing of free ways to develop your ideas is vital to your success as a designer and an artist. In closing, media editing is constantly changing, and so is my perception of it. I have gone from a purely 2 dimensional advertising-type print designer to a well rounded and informed 4 dimensional designer who has knowledge of a large variety of programs that fit almost all of my needs. Media is such a broad term to me that I'm not entirely sure which way to go with it sometimes. Photo, video, audio, interaction, networks, even lives, they themselves and the process of editing them are all media editing.