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Media Editing Final Paper

April 26, 2012

When enrolling into this class I figured that it would be another simple and boring Photoshop class that gives you step by step instruction to add text to a picture or alter the picture in a certain way that was pre determined by the instructor. Boy was I wrong. Well I was right to an extent, we did add text to pictures and we did alter them but they were our own creations and we could alter them however we wanted. Another thing I thought was intriguing was that the editing wasn't just between pictures, movies, and audio, but we got to create our own versions of a social network and create an interface modification. I was not expecting this class to be as abstract and diverse as it was. One of the greatest lessons I am going to take from this class is that you can take a picture, video, text and audio and manipulate them into telling a story. Whether it be a story of a life or a story of a product. These stories are made to evoke emotion or help you understand the person or product you are highlighting. The message you are trying to convey can be changed by the different text or audio you add. I now have the ability to produce a product that can reach out and grab the attention of many and by manipulating a few things, I can change their perspective of the product.

The first week of classes, my forte was definitely tested. I thought that since I could do a few cool effects in Photoshop that I was a god. But come to find all that stuff was great and dandy, but if you can't convey your message then it will not have an affect on my peers. This is when I learned a great lesson. The message is the most important part of a image. Our first project was to take a Kanye West quote and make a image that was related to the quote. The quote that I chose was about his expertise and his strengths. I had no idea what I was going to do, also contributing to that was the fact we only had a short amount of time to create it. The one thing I kept telling my self is K.I.S.S(keep it simple stupid). I could create a great abstract image but nothing that would relate to the quote.



This was my final product. I decided that I would keep it very simple, I was trying to make the front text seem as if it is in front of him but the shadow is behind him. I was trying to make the feeling as if the text was apart on Kanye.

Next was the Audio module. I was really excited for this module because my emphasis at the moment was in music. The first assignment was to mix two songs together and make them sound like there is a flow. I chose “Norwegian Wood” and “Come Together” by the Beatles. At first everything was going great until I ran into a key change in the middle of that song. I spent a couple of hours trying to make it sound right. Unfortunately it was not that great. Here is the link to my audio ( <http://soundcloud.com/tlstarr/the-beatles-mix> ). Some of the other students did an amazing job. When listening to their creations it made me feel as if I was making that wrong choice with my emphasis. I thought that it would be perfect because I love to play music and listen to it. Editing it is a totally different story. This is another reason why I am grateful that I was able to attend this class.

In addition to the other modules, I found that video modules are very helpful with my editing skills. Video editing is very similar to image editing, the only difference is that one is moving. The key elements I found when editing a video is the flow, timing, and audio. One of the reasons flow is

important is because if there is no flow in your video then you will lose viewers and won't portray the effect you want. You could have created the greatest film in the world but if it doesn't flow together then it is nothing. The way I controlled the flow is a fade out and fade in. I found this method to be the most effective. Following video further I found that the most important part of the video is audio. If you have ever been watching a horror movie and have been really scared, this is mainly due to the audio placement. I found this out when we did our group projects. We were given a little time to come up with a theme then shoot it. After this we had until the end of class to edit it. Our theme was feet. So we filmed ourselves doing different things with them such as dancing, walking, and just any movement. The audio I chose when editing was "Footloose" by Kenny Loggins. The reason I chose this is because it was a upbeat tempo and it fitted perfect with the dancing in the video. The finish result was amazing. This is the best assignment that I created in the whole class. This is the link to my video

<http://www.youtube.com/watch?v=fYXrhCKqI6A&list=UUocXunGCzpEfgYBQjIMtkqQ&index=4&feature=plcp>.

Overall media editing has been very beneficial to me not, only as a design student but as a human being. It has taught me to go with my gut and create something from my heart and not to worry about the consequences. I have realized how important and what an intricate part of life media and digital culture have on our society. Digital culture has become the heart and soul of life. It touches every aspect of life. Whether its posting a picture on a social network or doing a slide show of someones life, it has such an influence on those who come in contact with it. I have also observed that there are many brilliant minds in our classes and that their ideas will go on to change the future of digital culture.