Media Editing

Media editing has seemed to have grown tenfold over the last twenty years. Kicking in the door to the creative world, the exponential growth of computer technology has greatly added to this process. The means for creating and even combining still imagery, video, audio etc to portray an idea or fit into a system have never been so accessible. Now, what used to be accomplished by a large team in a professional studio can be done by just an individual or two with one computer, the appropriate software and the right know-how. Classes such as DSC 294 are great introductions into the world of Digital Media Editing and serve to start to prepare us for what skills are needed and what can be expected in this expanding profession.

The advent of programs such as the Adobe Creative Suite systems and Protools have made it to where the modern computer can create almost endless amounts of creative expressions if put in the right hands. To me media editing is anything that falls under the umbrella of manipulating a digital file/files through computer software in order to create a new product and that's exactly what programs such as these allow you to do. With the growing capabilities of such software and the devices that utilize their capabilities and products along with widening use of the internet, in a way a gallery for these products, it's no wonder that media editing is one of the faster growing fields in today's society.

Like other forms of art, media editing requires the mapping out of certain principals such as concept, composition, form, sequence and pattern and what means are going to be used to achieve the desired end. This will more times than not hold true no matter if the end product is an audio file or a jpeg. There are however some very key differences between a traditional art form such as painting or drawing and the digital equivalent. The modern canvas is now more times than not on a backlit screen rather than on top of someone's drawing table. Likewise, the tools to do everything from color and shade to shape and erase are a part of that same screen and can be accessed at any time. Even more appealing is that it is by far easier to attempt multiple ideas (color schemes, graphic placement, etc) in a timely fashion without having to worry about potentially ruining what is already in place.

-Traditional

-Expanding upon traditional using media editing

While simple image editing is made swifter through the digital realm, the ease in which multiple forms of art and design can be combined is perhaps the real aspect that not only draws artists to it but sets it apart from other mediums. Modern technology gives us the ability to combine audio, still imagery, video etc to create design mashups such as interactive galleries (websites), documentaries, and mobile device applications. Without this the World Wide Web would be a tad dull. Aspects of our culture such as the modern band greatly benefit from this.   My band Xezbeth Magistra is a living example of what media editing is. It starts with single aspects of digital manipulation, song recording and editing, related imagery design etc. Once these single aspects are completed the combination process begins. Everything from a Youtube video combining our music and imagery to a social network displaying our projects can be a product of this combination process and the internet allows all of it to be accessible.

Reverbnation - http://www.reverbnation.com/#!/xezbethmagistra

Facebook - http://www.facebook.com/pages/Xezbeth-Magistra/223447324337424

Digital media has vastly expanded the artistic world. It allows for more options and faster output of everything from still imagery to film. Technology will only continue to enhance the options available and expand this ever growing field.