

Understanding Media Editing

Before taking this class, my idea of media editing consisted of solely the composition and editing of movies/video clips. It was not until taking this class that I truly began to grasp the concept of “the giant” that *is* media editing. My understanding of media editing has expanded, and I now see that media editing is the process of creating a piece of work to communicate an idea or concept through the use of different applications and interfaces.

A major aspect I found crucial throughout the process of editing different medias was the process of getting feedback on your work and allowing yourself to effectively critique the work of others. It is important to know the types of emotions and reactions you are hoping to evoke in your audience beforehand, but even more important to find out why or why not your final piece does or does not evoke those intended emotions. It is through this part of the media editing process that you find if your purpose was carried out in the best way possible. Feedback and criticism allow our concepts and ideas to be finely tuned and more effective. It allows the bridge between creator and audience to be formed and clarifications to be made if need be. Sometimes the goal of a piece is more personal and left for the viewer or listener to derive whatever meaning they choose; if this is the case, then criticism is just meant to be absorbed by the media editor. Aside from visual artifacts creating emotions, the audio section of this class allowed me to see how emotions can be stimulated from sounds. As humans we experience different paths and lessons in our lives, it was interesting that certain sounds could make so many people feel a certain way, be it relaxed, passionate, angry, peaceful, etc. For a similar emotion to be evoked in a random group of people, it must mean at the very core of our being, we are connected and networked together. This idea is pretty powerful.

Another powerful part of media editing I enjoyed experiencing was the process of creating. I love hearing about how an artist came to produce a particular composition or idea, whether it is a song, product, movie, or visual message. The process is so

important. It is rare for a final piece to be the exact product of the original idea/concept. Only as we begin to design and create can we truly begin to visualize and see what works and what does not. Sometimes it is during the process of creative design that a more brilliant idea emerges and leaves the previous idea deserted. This part of media editing fascinates me. There are no two people in the world that work in exactly the same way with the same software and medias. Everyone does what works for them and develops their own techniques and styles that make them successful as a media editor. For example, this semester when we looked at various samples of the video concepts of different artists I learned different approaches and outlooks of creating a video piece. I enjoyed the underwater music video and the compilation of Candice Breitz's videos because they involved such unique techniques. I also found Paul Pfeiffer's basketball and later emerging boxing video pieces intriguing because they evolved after a glitch occurred. So often in our lives, we are forced to believe that a mistake is something that should be avoided at all costs; however, had he not embraced this "problem" that occurred, his boxing piece never would have been created. I absolutely admire his attitude of letting the work become what it wants to be, despite your own will. Humbling yourself, and not being so proud as to believe that the only way the design/composition will become successful is through the production of your original idea, allows for the best designs to become realities and inspirational media messages.

Personally speaking, it was interesting to view the creation of graphic design as part of the concept of media editing. I think this new way of thinking captured my interest particularly because it has to do with the career path I have chosen to pursue. I always knew that graphic design involved editing different medias and using different applications to reach a finished product; however, I never *really* thought about it. After I made this realization, it occurred to me that people who know how to use, and take advantage of, various medias and software application create the most well composed visual messages. By expanding my horizons and learning more applications, I enable myself to be more diverse and adaptable to new technologies that become available.

For example, when I used the GIMP software this semester I had no idea how to use it; however, I was able to figure it out through the use of logic and knowledge of similar applications I had previously used. The final product of my shoe project I created in GIMP, made me feel proud of being able to adapt to the situation and edit the medias I wanted to use.

As a final reflection of media editing, I cannot help but think that the term “media editing” is up to the media editor to define. For me, the term empowers me to make creative decisions and take new paths with excitement and confidence. It allows me to be purposeful in my concepts and effective in my solutions and final compositions. It gives me the right to define and use any tools, medias, and software I choose to achieve my intended final results. Being a media editor allows me to take the advice and criticism from those around me, and choose to use or not use the feedback. Media editing opens up so many doors to achieve greatness, that the challenge only occurs when someone enters a door, closes it behind them, and refuses to exit and try a new possibility.