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AME 294

Final Project

"You have to learn how to crawl before you can learn how to walk." Towards the beginning of the semester, the process and concept of media editing was a subject I lacked experience in. However, as time passed I eventually began to learn more about the process known as Media Editing. To fully understand the entire process of media editing, you have to a better understanding of it in each of its three phases. The first is the idea process or concept of the project, a process of generating ideas and planning out how the project will be completed. The second step is the creation process , where you use the concept to work as a map. Then the last part of media editing, is understanding how the project is viewed by others, contributing to the overall picture.

The concept process is the idea of planning ahead. The way I originally approached the concept process was to put as little time into it as possible, and immediately get to the creation process . The idea process seemed like a waste of time. The audio assignment is a perfect example of how I didn't utilize the concept process. I began the project without creating a plan or even brainstorming. I could soon tell how much more difficult it became when I got to the creation part of media editing. I was forced to improvise on what to do because I didn't take the time to get the concept down. The same can also be said for my video project. I ignore the idea process again because I used an old video I previous had made. However, after realizing I needed to remake my video, I decided to begin trying to put more time in the concept process. I began to brainstorm coming up with a couple idea and was able to come up an idea of an ironic video of painful moments to happy old time music. The facts were simple, I didn't take the idea process seriously.

After re-evaluating how to utilize the concept process, I made sure two of my last assignments I would at least devote a certain amount of time to brainstorming. I came to the conclusion 10 minutes of brainstorming and outlining, would save me hours of improvising, and re-editing my assignments. The interface project couldn't of been possible without utilizing the brainstorming method. I decided to start off by listing a few questions that if I could answer I would be able to come up with a product people would use and benefit from. These questions ranged from, "Who are you trying to sell your

product to?", "Is it going to be affordable for target group?", and the most important

question "What would be nice to have right now?". After being able to answer all those

questions I came up with a couple ideas. But, since there was more than one idea I was

able to choose the most logical one, the note card printer. Instead, of just winging it and

randomly guessing a product to make an interface from, I decided to braining storm by

meeting marketing questions. The more time you spend brainstorming and outlining your

project the less time wasted on creating your project.

A definite understanding of the concept process occurred during the course of this

class. In the beginning of the year, I took the idea process for granted, basically assuming

I could combine both the idea and creation process. It wasn't until the middle of the year

when I was forced to re-do my video project, did I re-evaluate how I approached media

editing. I began to thin of multiple project ideas about better understand the concept

process. It is better to chose from a variety of different ideas, instead of going with the

first random idea you come up with. Otherwise, your forced to improvise and make your

first idea work, even if it isn't necessarily a good one.

The process of editing media involved is directly tied to an organized plan. You

need to have your entire process already outline so you don't take the time to ask

questions like, "What do I do next?". This wasn't one of my Achilles heel this year. I

didn't really seem to have any problem with this part of the process. I developed a better

understanding on how to outline and follow an outline . An example of not following an

outline was my audio assignment. I didn't have an outline so I just kept tweaking the

audio assignment until I was satisfied with the outcome. I didn't have an objective and

didn't decide to test the program first before beginning my project. I made changes as I

went, and it ended up making the project more difficult for myself.

The video project I was able to have an idea and follow through with the outline.
That was to find a song with a happy feeling, Lollipop by The Chordettes. I went through
YouTube to find different clips of people getting injured in funny situations. Thanks t oth
outlining I was able to have direction on what to do. However, I decided to experiment
with the editing program so I knew how to work the program without testing it during the
creation process.

It is very important to understand the medium you are using. It is a painful

mistake to start a project without having a basic knowledge of how to use your medium.

In the case of using audacity I wasn't aware of how to use the program or even tried to

test it before doing my assignment. This made my product come out as unprofessional and pretty cheesy. I was able to come out with a presentable assignment, however if I had taken more time to figure out the software, I would have been able to produce a much more professional product. After learning my lesson, as the semester progressed I was better able to understand the importance of knowing your medium. During video assignment, I decided to learn from my previous mistake and figure out how to use Windows Media Maker. I learned how to cut and reassemble clips, as well as mute and add new audio to the project. It ended up with a pretty impressive product, which allowed me to see the difference in production quality. Have your project outlined and be sure to know how to use your editing tools.

Now after the process of creating the medium, we must understand how it will be viewed and accepted by others. We must make a statement, media is an art and art is a journey of self expression. When I did my social network on my fraternity, it was a network not many people were aware of. I and those I surround myself with understand terms used in Greek Life such as Big Bro, meaning mentor, and Lil Bro, meaning the person you mentor. The moment I presented my project, I noticed that no one was aware of the Greek System. To me it was a lifestyle, but it is also a secret society, where all jargon and lingo isn't known by others. This is where I understood that your media should affect others to think and grow. This was a concept I had no idea about at the beginning of the semester. Luckily, I was able to figure out this important aspect to media editing. It isn't the project that necessarily matters, it is how you allow others to perceive and view it that makes an impact.

The process of media editing has come from an unorganized thought process to a more organized method. The formula for success in media editing is putting more time into the thought process so that the rest becomes a smooth process. The most important part is the concept process. If you can gather enough ideas through brainstorming and then setup an outline the rest should come easy.