

What is media? Media is everywhere if you really look at it. Media could be considered as material. There are many different job titles that use media in different ways. Some examples that come to mind in the communications would be: Advertising media, broadcast, digital, print, news, social, and multimedia. Computing along with fine arts are some other techniques that use media. Personally, I think of media as different techniques and materials to produce art. Art can be done through different applications with the use of computers or artwork on a canvas or other types of mediums.

I have been in art classes my whole life, ever since I could remember I have been putting pencil to paper. Drawing has always been my favorite form of media. I was in the National Art Honors Society in high school and used several different forms of mediums. At the time, my understanding of media where the use of different materials such as charcoals, graphite, colored pencils, paint, etc. During my senior year of high school I discovered a class that led me into using my artistic talents with the use of computers: A new form of media called graphic arts. These classes directed me into graphic design for my major in community college. I quickly discovered various forms of media art with the use of Photoshop, Illustrator, Premier, and audio programs while attending Mesa Community College.

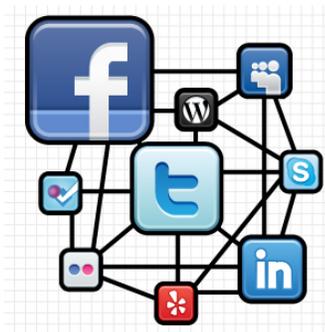


I thought this graphic logo is the perfect statement of what I think about media today. Digital media is everywhere. Artist based work is becoming dead, however, still respected by collectors and other artist. Furthermore, digital culture has become a major interest in today's society. Video art, animation, graphic design, photography, animation, and web design are several different mediums in digital art. I've always enjoyed movies and animated films throughout my life and have developed an appreciation in the editing process. My favorite module was "video editing". The manipulation and rearranging

video shorts and photos with the mixing of sound I found to be most interesting. This type of media I would consider the best example for

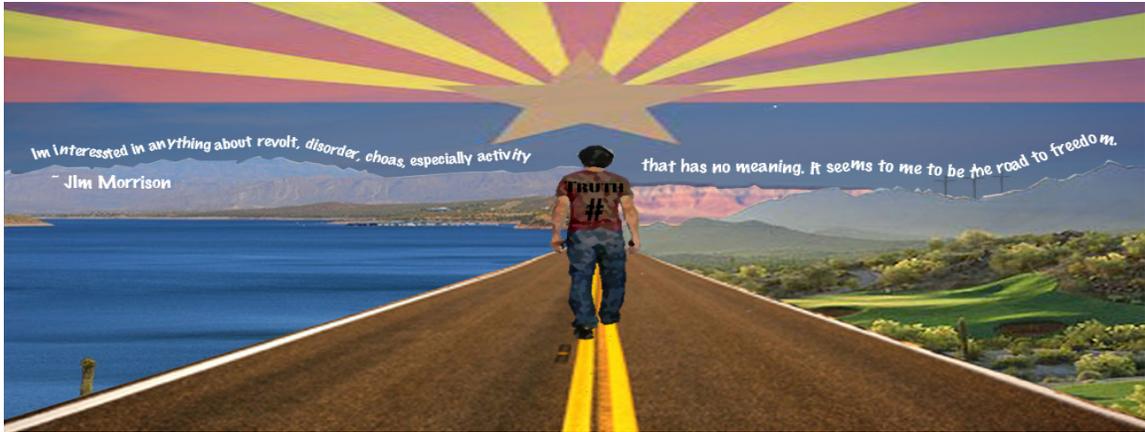


media editing. I feel that video editing uses almost every form of digital art: graphics, audio, effects, photography are some of the technique used in video editing. The purpose is to tell a story providing an arrangement of different editing techniques to influence an audience's mood or reaction. Above is an example of project that I created in class.



Social media is a media that hasn't been around for a long time but is very popular. My thought when used in a media editing process is correlated with facebook. Facebook is the most popular source of social media. However, I don't feel that media editing is directly used in social medias. I would consider it to be social networking more rather than social media. This was one of my least favorite modules in class because it had nothing to do with art or design. I would consider social media to be a part of digital culture. One thing that I think I could understand about this module is that if people in your social network don't have a benefit to your life then you don't need the in your network.

Module one was another project that I enjoyed. The manipulation of images and text to make the image look different from the original is the editing process.



This module we had to create something that had meaning in to our lives. I wanted to create an image that displayed my hobbies and where I'm from. Two things that I really enjoy doing are golf and fishing. At first the image was just a road with a desert setting with a blue sky. I chose to replace the sky with the image of the Arizona flag. I set the opacity so that the image wouldn't be so bright and supplement the image of the sky. Both the images on the left and right had mountains in the background. I tried to line up the mountains as best as possible to the original picture. This was difficult to do but turned out great. The road is the road that we travel in life. I wanted to show a meaning of life that we are all traveling.

Media editing allows those to be creative and use many different techniques and materials to create new art forms and ideas. You can take someone's creativity and manipulate it into your own. Personally, media editing is an art form that enriches our lives with sound, graphics, movies, and social networks.

