

Andrew Wasowicz, Project Reflection

[00:00:00.00]

[00:00:00.23] I have always dabbled in digital media. In high school, I used to edit videos and played with Photoshop a lot, but that was eight years ago. I took to it quick.

[00:00:10.92] So, how does that affect the whole class thing?

[00:00:13.19] The class gave me a chance to jump back into the digital technologies that I left behind when I got out of graphic arts. At that time, I didn't feel like I could do anything real with it.

[00:00:24.87] Why?

[00:00:25.62] I don't know. I was aware of movies and the design aspect that goes into them, but I never wanted to get into film. And in a high school graphic arts program, no matter how good you seem to be, you were only ever taught that you can work with a printing press, or designing advertisements, or business cards. It wasn't really what I wanted. It wasn't analytical or creative enough for me.

[00:00:49.96] What about this class? Are things different?

[00:00:52.49] Well, yeah. With this class, the digital composition's more than just design choices about color or images. Rhetorical thought has to be put in. It's become something for me, at least, that I can integrate with everything else I do. It's not about editing video to music so that it looks cool. It's using those modes and more to create meaning in my work and that doesn't end at your own compositions, but can be applied to the works of others.

[00:01:20.85] You can look at the rhetoric of a composition and why someone made the choices they made. I feel right now like I can have valid opinions about web design, even when dealing with a designer.

[00:01:32.22] How is that?

[00:01:33.15] Well, when we look at the "Violence of Text" piece, the Adrian Miles section, it makes sense once you're familiar with it. You see his information chunks as small, digestible nuggets that could exist in any web text. You have to wonder what a piece like that does for accessibility.

[00:01:50.11] When complex ideas are broken down into an interactive multimedia in which you can focus on small sections, how does that open up academic thought to people who might not have access to, or the wherewithal to read, 50 pages of traditional academic thought? I mean, the language used can be intimidating in size alone.

[00:02:09.94] In Adrian Miles' piece, once you figure out what's going on, you feel like you can manage the information. And more importantly, you begin to wonder how it could have been improved, how it could be more accessible and clearer.

[00:02:22.67] So, you feel like you're digitally literate?

[00:02:24.75] I guess so. I know I've had more experience than many, but not nearly as much as others. But the class brought me to a higher level of competence. I have a better understanding of how to integrate images and video into traditional texts and speech. But it's more than just that, the class has given me the desire to learn about digital technologies and find ways to incorporate them into my creative work, like building iPhone applications, writing interactive stories, or this. This is the first time I've ever experimented with anything like this.

[00:02:57.67] What about after the class? You're graduating, aren't you?

[00:03:00.74] Yes. And what effect do you think the class will have once you're out in the world?

[00:03:05.79] Well, first of all, I have some experience with online social networking technologies in marketing and public relations, but my range of ideas for using these technologies has skyrocketed during this course. Using digital compositions, all these different modes we call digital, in marketing or distributing information-- I mean, why not make a point through animated conversation, and why not make it academic in nature?

[00:03:31.03] What about the group project?

[00:03:34.73] More stress than I would wish on anyone, but then you finish a page or a set of assets and it feels good. More than that, just the experience of trying to organize something like this, with all members in the dark on how it's supposed to be done. Being somebody who wants to work closely with digital technologies, and social marketing, and my dream in the video game industry, I have to understand how to work on a project like our web text.

[00:04:01.86] Having done it, I already recognize many of the pitfalls that may show up, like timing, and design choice, and organization more than anything. The experience in this class may have prepared me more for the line of work that I hope to get into than any other class I have taken yet.

[00:04:19.18] Well, thank you for your time, and good luck to you.