Natasha Singh

MEDST 255

Extra Credit

### **PressPausePlay**

This video spoke about the rise of digital technology. Olafur Arnalols (Artist) from the islands mentioned playing crossover classical music into pop music to make classical music popular in 2006, and wants to see classical music be divided into its own group. Another person in the video was Zach Hancock (music producer) he spoke about how every sound or vocal or echo needs this special specific box to give off that sound. Then there was Rolyn (Artist) he claimed that you had to be 30-3 years old and have money in order to record stuff. Unlike now you can do it on your own computer. Doyle and Felix (Hot Chip) started by using computers to make multi track recordings, which was easy to do because they were using the software. Mike Cosola (Film Colorist) states that he is now using files and sequences instead of a roll of film to produce his work. The “Red Camera” was a big importance, a lot more creativity was raising to the top. And the age group and budget has changed drastically, back then it was older folks who were using it, now it’s younger. This is because younger people found ways to do this cheaply. Giving examples of how a small digital video camera and editing software was the main idea in this video and how our era has made everything so modern.

Referring back to a specific technology that was discussed in the film, they spoke about how the things they can do with computer software in 5 minutes took them 6 months or years, 20 years ago. Which is a proven fact to show you how technologies in improved and changes every year and makes our lives much easier. There were two points that were made by the interviewees which I found interesting. “Inspiring someone, feels like creating art.” And another quote “The internet has been one of the greatest things for democracy. It is interesting how only in the last 50 years they came up with “the movie industry” I feel that everyone is equally excited and afraid, no one really knows where their next paycheck is coming from, but they are really excited on their ability to create work, and communicate directly with the audience. Thus shows that there is no record company without the artist, everything revolves around he artist. As quoted by Seth Godin -”You didn’t become an artist to become rich; you became an artist because you had an emotion to share”.