Alexis Savva

MDST255

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Extra Credit

Press Pause Play

The digital revolution of the last decade has unleashed creativity and talent of people in an unprecedented way, unleashing unlimited creative opportunities .The rise of digital technology has had a massive impact in the international creative community. Small digital video cameras and editing software have made it easier than ever for aspiring filmmakers to make a movie, inexpensive recording software has done the same for musicians, digital photography now rivals the traditional chemical process for resolution while image manipulation is simpler and more sophisticated than ever before, and the internet provides a worldwide platform for artists of all stripes to share their work. . But does democratized culture mean better art, film, music and literature or is true talent instead flooded and drowned in the vast digital ocean of mass culture? Is it cultural democracy or mediocrity? Democratized culture, Government cultural policies, notably in Europe and more specifically in France, are mainly steered toward the democratization of culture. They aim to disseminate major cultural works to an audience that does not have ready access to them, for lack of financial means or knowledge derived from education.

Some technologies the film referenced were making music, editing photos, cameras, sounds and the use of computers. Arnalds states “there is no difference between the sound the piano makes vs the sound from the computer of a piano” Arnalds makes music, he is an amateur. With technology changing, it is easier for Arnalds to pull sound without the actual instrument being present to record. Although they sound the same to the naked ear, it makes all the difference with the real instrument recorded, it gives a different feel to the music. Hancock states “To generate sound was difficult, what took us six months to accomplish, now takes five minutes.”

Even editing pictures, cutting film has all been made easier, faster but some may argue not as efficient. Cosola, who is a colorist states “I used to scan things all the time, not I just edit on a file.” Overtime, I think because of how fast everyone demands things to be done, it only makes sense to edit on the computer. Pictures and videos can be seen and viewed better if it was edited on a screen verses scanning something over and over which may lose resolution over time. Artist are able to become more creative and speak directly to fans. They can collaborate with them, which was once never attainable. From only preforming to 10,000 people In a stadium, to millions across the globe because of the internet.

All in all, the transformation of technology is on the rise We must accept and be able to change with technology, if we don’t, we will be left behind. I think this gives us so much more opportunity to accomplish the dreams we once only fantasized about as kids.