Editing Software as Strategy Value

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Article Info

Abstract

This study aims to see the function of using the software as a non-verbal strategy to value the artwork's value in design and videography. In editing software, several tools will be used to support the creation of non-verbal artistic values. This study used a descriptive method to collect data and describe how problems in using editing software often occur because a portion of an editing application can be used perfectly to make a form of art value less maximal. In an editing software, the research results show that the use of editing software such as Adobe Illustrator, Photoshop, and Adobe Premiere is a support for the creation of a form of art so that it is easy to express creative ideas and apply them in the form of non-verbal artistic values. Notifying the function and use of editing software in a work of art will facilitate and utilize non-verbal strategy editing software application in the value of art such as design and videography.

Keyword: editing software applications, non-verbal strategies

INTRODUCTION

Editing software needs to be understood in making an image or video artwork in digital form (Walkingshaw & Ostermann, 2014). Every work of art made through digital media, such as images and videos, requires an editing software application that supports the work's creation (Mankotia & Wesley, 2020). There is a good system or method of making to support maximum non-verbal artwork (Labasariyani & Marlinda, 2021). An editing software application is needed to help perform a work of art in a non-verbal form such as images and videos, especially when working on a project where the editing software application is crucial in the process (Calefato et al., 2018). To help perform a work of art in a non-verbal form in the form of images
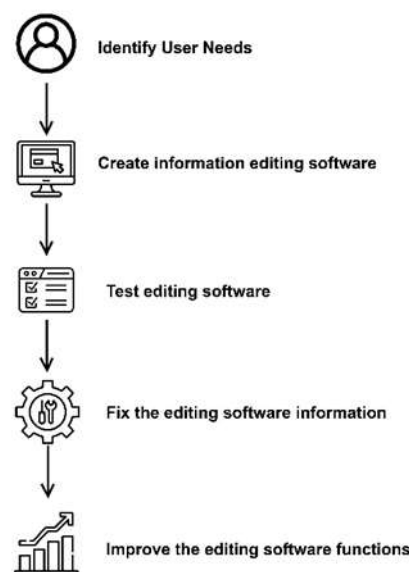
and videos, editing software applications is needed, especially when working on a project where the editing software application is crucial in the process (Sidorov, 2019). An editing software application is needed to transfer and arrange the recorded images or videos into new images and recorded images easily (Nazarkevvch et al., 2015). In general, editing work is related to post-production processes such as titling, color correction, and sound mixing (Bevilaqua, 2020). There are many reasons we make an editing approach depending on the result we want. The most important thing is when we do edit; the first step is to determine the purpose of our editing [8]. It helps the system to be more effective and efficient (Eika & Sandnes, 2017).

General digital image editing and computer programs easily accessible and provides a means of enabling any computer used for editing digital images. A Standalone software package can be purchased and installed on a personal computer or computer network environment (Nguyen et al., 2017). This conventional software program allows an image to be manipulated and saved on the local machine at which Image editing software is running. Therefore, users' personal computers with possible image editing software easily manipulate any number of digital images too stored on that computer. In this scenario, the task is intensive actual image manipulation steps performed by a personal computer (Bakkay et al., 2019).

This research aims to provide good and maximum editing software in non-verbal strategies in artwork in images and videos. The research method used in this research is descriptive analysis with a qualitative approach. It is where to find information on how to use editing software optimally. Therefore, the research results show that editing software applications can be even better and become a good and maximum non-verbal work of art.

RESEARCH METHOD

This research used a descriptive analysis method with a qualitative approach and focuses on measuring a problem's needs for information development. In developing information, the object development method is used with the prototyping development method. Therefore, the design produced in this study is a large design for further development by adjusting needs. The following is an overview of the prototyping method used in this study (see Figure 1).

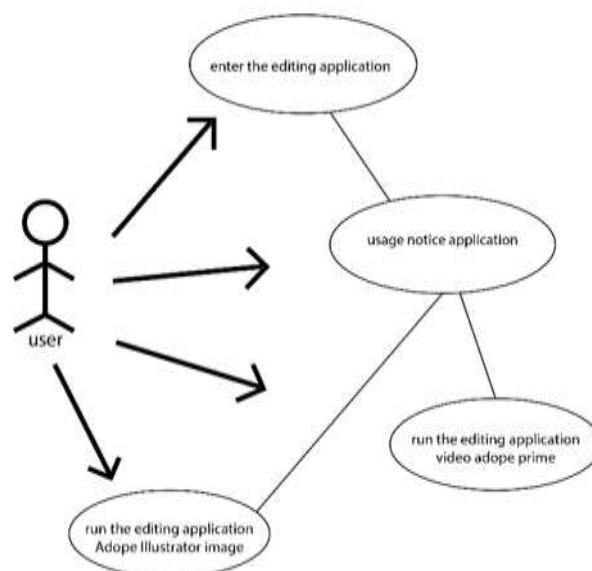**Figure 1.** Editing software Method

RESEARCH RESULTS AND DISCUSSION
Designing System

Identifying user needs is learning data regarding users who will use editing software applications, usually through direct observation and interviews. We have to create information editing software after a needs analysis is carried out. The information is immediately generated based on the results of the previous data collection. At this stage, it is still in the form of initial information on editing software to be used as material for further discussion with the user. Test editing software after the software editing information has been created; the developer will discuss with the user and test the initial stages' results. After that, we have to fix the editing software information when there is an evaluation or input from the user's side. Then, improve the editing software functions if the information editing software is ready and under user needs, then the next step is to develop the already running information.

Use Case Diagram

In the use case diagram, the admin login use case is a use case that can provide information to the user before entering the editing application. The user will enter the editing application and see information on the use of the editing software application by reading the structure of the image and video creation that has been made. Then, the user selects the application according to editing needs. If the user needs a video editing application, the user uses the primary Adobe editing application for the editing process. Besides, if the user needs an image editing application, the user an image editing application, namely Adobe Illustrator, then the editing process will be well structured (see Figure 2).

Use Case Diagram

Figure 2. Use Case Diagram Information on software utilization

Use Case users using adobe premiere editing software

Anyone can access this main page. First, decide what kind of output or video the user want to produce. First, open Adobe Premiere Pro CS 6, then click 'Create New Project.' A new pop-up window appears and is used to provide a file name and select a save location (see Figure 3).

Figure 3. To start video editing

Then, a new pop-up window appears containing the type of video that the user will produce. They can choose various types, there are various special formats for video use, and select 'DSLR 1080p' when recording on a DSLR. This resolution can produce good videos (see Figure 4).

Figure 4. Activity New Sequence

An activity diagram use case was used to make the editing process. Then, drag the file from the 'Project' panel to the 'Sequence' panel. The video files on the panel will contain two formats, namely video, and audio. When the user uses external audio, they can move the audio in audio column 1 with the built-in audio system. On the file in 'Sequence,' then select 'Unlink.' Automatically, video and audio files will be separated and deleted by clicking 'audio 1' and pressing 'delete' on the keyboard. In this section, the user can cut scene by scene. Click 'C' on the keyboard and then press 'enter' on the keyboard for the scene you want to cut. Delete the parts that do not want to be used. After that, the user can do this continuously and then put it together scene by scene. It also applies to audio files so that they have to make sure to play the preview continuously to avoid video or audio that has not been entered or not synced with each other (see Figure 5).


Figure 5. Activity Editing Process

If the video has been edited and becomes a complete story. Then, it is time to do the rendering process. Unlike the photo editing files, which only have to "Save As," producing a long video requires a unifying process known as rendering. This process may take a long time, depending on the duration and quality of the content the user wants to produce. The more complicated the editing process; the rendering process will take hours. Make sure the computer or laptop is adequate (see Figure 6).

Figure 6. Activity Rendering editing using adobe premiere software

Organize the paperwork from size to model. The user can immediately name the worksheet. Then, click 'Create' (see Figure7).
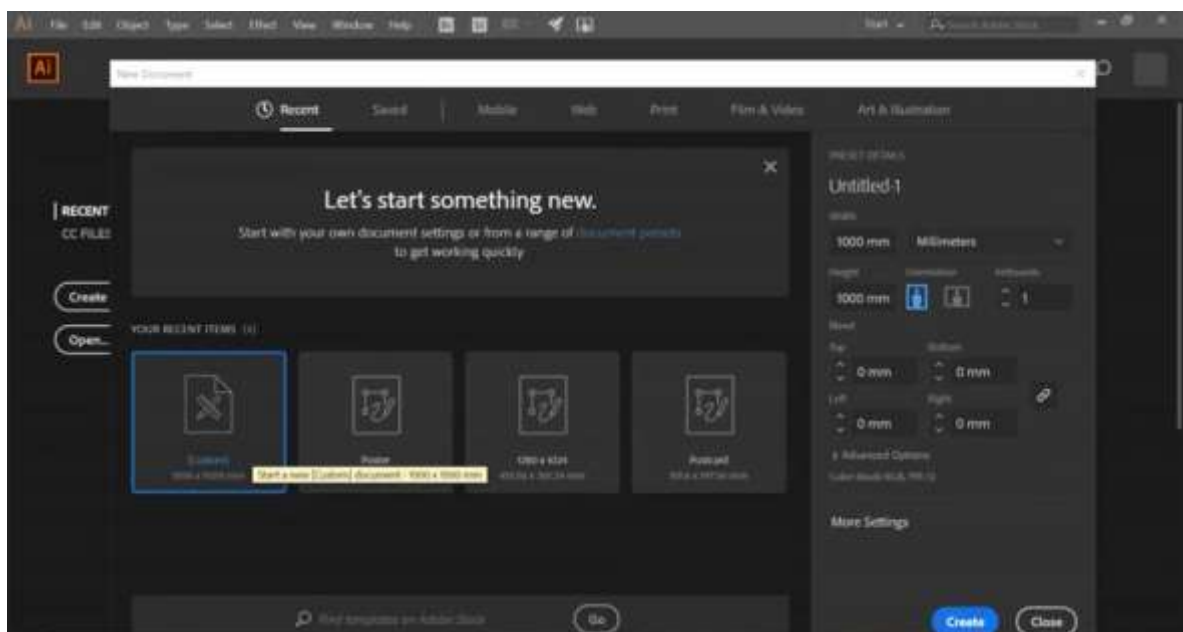
Figure 7. Activity to start image editing

In Adobe Illustrator's editing software, several tools are often used in image editings, such as pen tools, clipping masks, pathfinder, appearance, and paintbrush tools. These five tools are essential in image editing because they are often used in Adobe Illustrator editing software (see Figure 8).
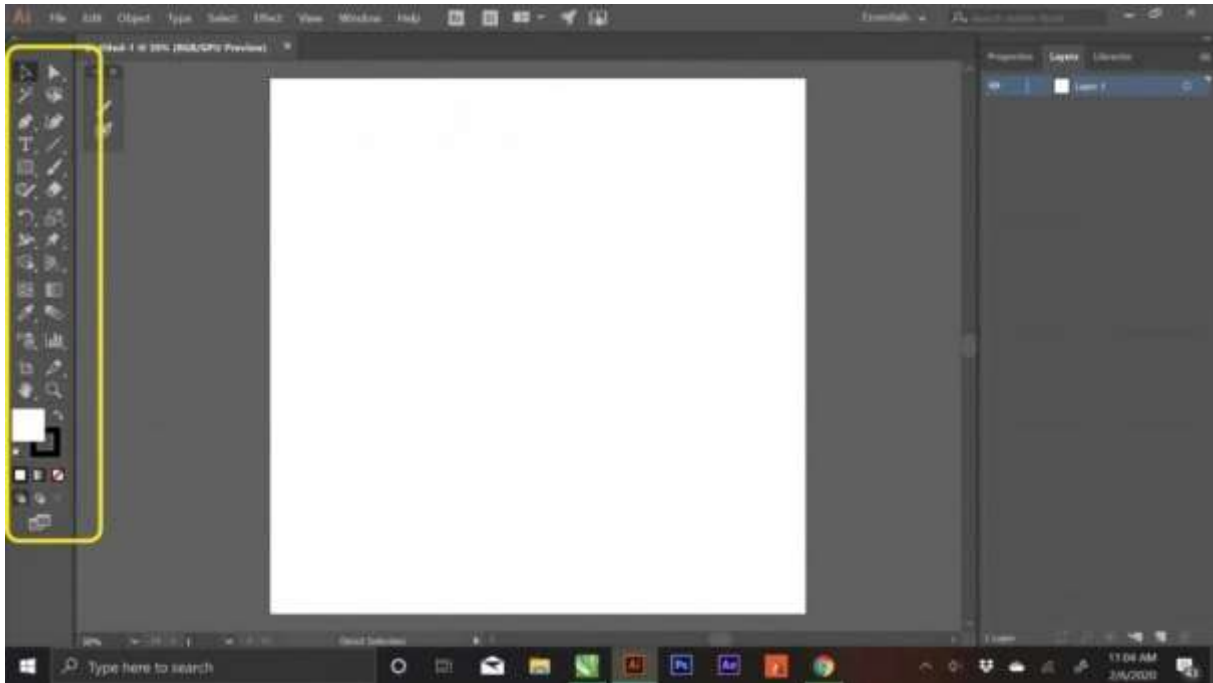
Figure 8. Activity use of tools in illustrator adobe

CONCLUSION

The use of information editing software is needed by the application to convey essential information to editing users. It presents information to editing software users about what applications are used in editing images and videos, which will be applied directly into the editing software application. The features presented in editing software such as Adobe Premiere and Illustrator can meet image and video editing need to continue to create non-verbal strategies in works of art. Presentation of actual information helps users edit software applications to do optimal work by discussing or providing information about this editing software application. It is easier for users of editing software applications. The information created and provided for editing is good because of the experience and sharing with people using a qualitative approach, which is where the data and results are truly original from the source being sought.

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