

Coming into this class, I had almost no media-production experience. I had never touched Adobe Premiere, Visual Studio Code, or any comparable tools. Although I took AP Computer Science in high school, my JavaScript knowledge was minimal, so this class pushed me far outside my comfort zone. I am generally more technical than creative, and the course challenged me to merge both sides - to experiment, take risks, and think visually rather than just analytically.

While I'm not sure I will immediately approach every piece of media with deep analysis, I do feel that my critical media skills have expanded significantly. Readings like Lazzarato's helped me understand how video transforms our perception of time and images through flows of light and vibration rather than static representation. Farocki's argument that editing can function as critique, not just storytelling, became clearer once I began constructing my own montage and recognizing how meaning emerges from combinations, juxtapositions, and omissions. Similarly, McLuhan's claim that "the medium is the message" now resonates more deeply since I can better recognize how platforms shape the scale, pace, and patterns of communication beyond their surface content.

Assignments such as the GIF workshop, video montage, and final project allowed me to "step inside" the editor's role and understand how media workers construct alternative realities, emphasize specific details, or open up new interpretive possibilities. Overall, this class broadened my understanding of media and encouraged me to question the technological assumptions and invisible structures shaping how I create and consume it.