

## Editing

Video editing is both an Artistic and Technical process in which a collection of video material (footage) is compiled and altered from its original form to create a new version.

The artistic process of video editing consists of deciding what elements to retain, delete, or combine from various sources so that they come together in an organized, logical, and visually pleasing manner.

At RDKMedia we house professional Avid Media composer non-linear edit suites manned by industry standard expert editors to quickly and cost effectively compile your video. This method of video editing utilizes the computer environment to aid in the editing process. The process is entirely digital ensuring speed and efficiency.