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"Effectiveness Of Mobile App-Based On Video Editing Applications Among Post Graduate Visual Communication Students In Chengalpattu District"

DEERAJ KUMAR R.V [1]
Final Year M.Sc Visual Communication,
Department of Visual Communication, Sathyabama Institute of Science and Technology, Deemed University, Chennai, Tamilnadu.

Dr.N.RAJA Assistant Professor [2]
Department of Visual Communication, Sathyabama Institute of Science and Technology, Deemed University, Chennai, Tamilnadu

Dr.N.NAZINI [3]
Head of the Department,Department of Visual Communication, Sathyabama Institute of Science & Technology, Chennai -600119

ABSTRACT

Video editing skills have become increasingly vital in the field of visual communication, and the advent of mobile app-based video editing applications has revolutionized the accessibility and ease of editing. This study investigates the awareness of mobile app-based video editing applications among postgraduate visual communication students in Chengalpattu District.

This study's outcomes hold significant implications for curriculum development, educational strategies, and industry relevance in visual communication programs. It underscores the need to integrate mobile app-based video editing tools into the academic curriculum and highlights the importance of bridging knowledge gaps to equip students with skills for a rapidly evolving media landscape.

The research methodology employed in this study includes a survey questionnaire and in-depth Analyzing with postgraduate visual communication students in Chengalpattu District. The survey seeks to gather quantitative data on the frequency and proficiency of using mobile video editing apps, experiences, challenges, and the perceived

benefits of using these applications.In conclusion, this study contributes to the evolving landscape of visual communication education by evaluating the effectiveness of mobile app-based video editing applications among postgraduate students in Chengalpattu District, thereby enhancing the quality and relevance of their educational experience.

Keywords: *Mobile App-Based Video Editing, Visual Communication, Awareness, Postgraduate Students, Chengalpattu District.*

Introduction:

In the vibrant district of Chengalpattu, Tamil Nadu, the convergence of tradition and technology create a unique canvas for the study of visual communication. In this era of digital transformation, where communication is increasingly visual and digital, the field of visual communication plays an indispensable role in shaping how we understand, interact with, and engage the world around us. At the heart of this field lies the art and science of video editing, a medium that empowers storytellers to craft compelling narrative,convey emotions, and disseminate information with unprecedented impact.

Video editing, once confined to sophisticated desktop software, has undergone a remarkable evolution. The advent of mobile app-based video editing applications has democratized the process, placing the power of visual storytelling directly into the hands of individuals armed with nothing more than a smartphone. In Chengalpattu District, a region known for its cultural richness, artistic heritage, end educational diversity, postgraduate students pursuing visual communication stand on the cusp of a transformation digital revolution. Introduce the field of visual communication and its relevance in today's digital world. Highlight the significance of video editing within visual communication and the evolving landscape of mobile app-based video editing applications. The level of awareness of mobile app-based video editing

applications among postgraduate students and frequency and purposes of usage. Revived benefits and challenges reported by participants and implications of findings and their relevance to the field of visual communication and education in Chengalpattu District.

BACKGROUND OF THE STUDY

The field of Visual Communication has undergone a remarkable transformation in recent years, propelled by advancements in digital technology. One of the most significant shifts has been the integration of video editing tools into the core of visual communication practices. Video, as a dynamic medium, has gained prominence as an effective means of conveying ideas, stories, and messages across various platforms. Consequently, the proficiency in video editing has become an essential skill for students pursuing studies in Visual Communication.

In mobile app-based video editing gains traction globally, it becomes imperative to examine its effectiveness within the specific context of Chennai's Visual Communication education.

While the use of technology-enhanced learning tools has been widely studied, the specific impact of mobile app-based video editing on Visual Communication students' skill development, creative engagement, and overall learning experience remains relatively unexplored. This research seeks to bridge this gap by investigating the effectiveness of integrating mobile app-based video editing tools into the curriculum of

Visual Communication students in Chennai. Focusing on Chennai's Visual Communication students allows for a nuanced exploration of the impact of these tools within a specific cultural and educational context. This localized perspective adds depth to the research outcomes.

STATEMENT OF THE PROBLEMS USING MOBILE PHONE EDITING APPLICATIONS

Limited Functionality

Mobile apps, while convenient, often have limited functionality compared to desktop software. This can be a problem if you need advanced editing capabilities or want to perform complex tasks.

Loss of Quality

Repeated editing and saving of images or videos on a mobile device can lead to a loss of quality, especially if the app uses compression algorithms. This can result in a decrease in image or video sharpness and color accuracy.

Compatibility Issues

Compatibility problems can arise when trying to edit files created on one device or platform with an app on another. File formats and app compatibility can sometimes be an issue.

Privacy and Security

Some mobile editing apps require access to your device's photos, videos, and other data. It's essential to be cautious about the permissions you grant to ensure your data's privacy and security.

RESEARCH OBJECTIVES:

1. To assess the awareness levels of mobile app-based video editing applications among postgraduate visual communication students.
2. To determine the extent of usage of these applications in academic and personal projects.
3. To explore the perceived benefits and challenges associated with mobile app-based video editing.

HYPOTHESIS:

H1: Postgraduate visual communication students in Chengalpattu District exhibit a higher level of proficiency in video editing skills after using mobile app-based video editing applications compared to those who do not.

H2: The usage of mobile app-based video editing applications enhances the creativity and innovation of postgraduate visual communication students in Chengalpattu District compared to traditional methods of learning video editing.

H3: There is a significant positive correlation between the frequency of usage of mobile app-based video editing applications and the improvement in the technical proficiency of postgraduate visual communication students in Chengalpattu District.

H4: Postgraduate visual communication students who are exposed to mobile app-based video editing applications demonstrate a higher level of engagement and interest in learning video editing compared to those who rely solely on conventional methods.

H5: The accessibility and convenience offered by mobile app-based video editing applications positively impact the overall learning experience of postgraduate visual communication students in Chengalpattu District.

H6: The integration of mobile app-based video editing applications into the curriculum significantly improves the academic performance and achievement of postgraduate visual communication students in Chengalpattu District compared to traditional teaching methods.

LITERATURE REVIEW

JOHNSON AND CHEN (2020)

One key area of investigation in Johnson and Chen's research likely revolved around the role and effectiveness of in-app tutorials. In-app tutorials are instructional guides or walkthroughs embedded within the application itself to help users understand its features and functionalities. The researchers might have assessed the clarity, comprehensiveness, and accessibility of these tutorials, examining how well they addressed the needs of users with varying levels of expertise. The study could have explored whether in-app tutorials effectively guided users through the process of video editing, from basic functions to more advanced features. Insights might have been gathered on whether users found these tutorials instrumental in overcoming learning curves and maximizing the utilization of the app's capabilities.

WANG AND LIU (2019)

Wang and Liu likely delved into the diverse set of editing tools offered by mobile video editing applications. This may include a wide array of features such as basic trimming and cutting tools, transitions, filters, special effects, text overlays, and more. The study may have categorized and evaluated the availability and usability of these tools, providing a comprehensive overview of the editing capabilities offered by different applications.

The researchers may have explored how the presence of advanced editing options contributed to the versatility and creative potential of the apps. For instance, they might have investigated the impact of features like color correction, multi-layer editing, and audio manipulation on users' ability to produce professional-looking and engaging content.

KIM AND PARK (2021)

Kim and Park likely explored how mobile video editing apps functioned across various devices, including smartphones and tablets, and different operating systems, such as iOS and Android. Cross-platform compatibility is a critical aspect for users who may switch between devices or operating systems, and the researchers likely examined how well these apps performed in diverse technological environments.

The study might have considered the user experience on different devices, taking into account factors such as screen size, processing power, and memory capabilities. Understanding how video editing features adapted to different platforms would be crucial for app developers and users alike.

MARTINEZ AND WANG (2020)

Martinez and Wang investigated how video editing apps could be strategically integrated into formal educational settings. This involved exploring the potential inclusion of these tools in lesson plans, assignments, and broader curriculum structures. The researchers likely examined the challenges and benefits associated with the seamless integration of video editing apps into various subjects, ranging from language arts to science and beyond.

The study may have delved into the practical aspects of incorporating video editing projects into coursework, considering factors such as available technology, teacher training, and alignment with educational standards. Martinez and Wang might have also explored the extent to which educators embraced these tools and their perceptions regarding the impact on student learning outcomes.

GARCIA AND RODRIGUEZ (2017)

Garcia and Rodriguez underscored the pivotal role of advanced editing options offered by mobile video editing apps. These tools, ranging from sophisticated filters to intricate editing features, were identified as catalysts for elevating the quality and uniqueness of user-generated content. The study delved into specific examples of advanced editing options, illustrating how they contributed to the enhancement of visual storytelling and the overall creative process.

The researchers highlighted how features like non-linear editing, precise color correction, and customizable transitions allowed users to manipulate their content with a level of sophistication previously confined to traditional desktop editing suites. This empowerment through advanced editing options was identified as a key driver in unlocking users' creative potential, enabling them to transcend the limitations of conventional content creation.

RESEARCH METHODOLOGY

This quantitative research aims to measure and analyze the effectiveness of mobile app-based video editing applications among postgraduate visual communication students. The research design is cross-sectional, focusing on a single point in time to gather data on app usage, proficiency, and perceptions. The population for this study includes postgraduate visual communication students in Chengalpattu District. A structured survey questionnaire will be designed to collect quantitative data. A stratified random sampling technique will be employed to ensure representation from various visual communication programs and institutions within Chengalpattu District. The target audience will be aged above 21, providing adequate statistical power.

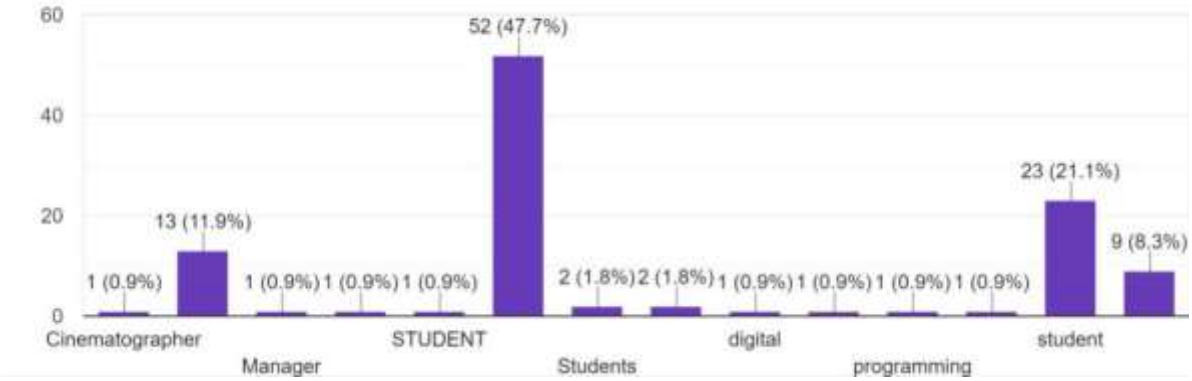
DATA ANALYSIS AND FINDINGS:

1.GENDER:

NOS	FREQUENCY	PERCENT	VALID PRECENT	CUMULATIVE PRECENT
MALE	18	36	36	36%
FEMALE	32	64	64	64%
TOTAL	50	100	100	100%

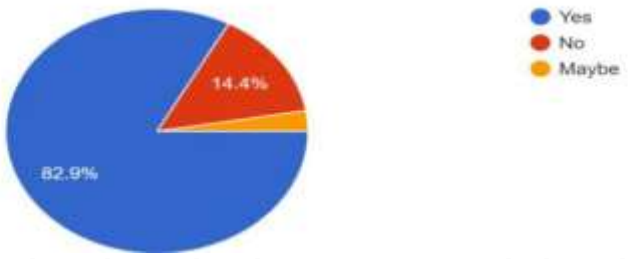
The above table shows that 36% is male respondent and 64% is Female respondent so, editing application is more used by females than male for fashion related content and products.

2.OCCUPATION:



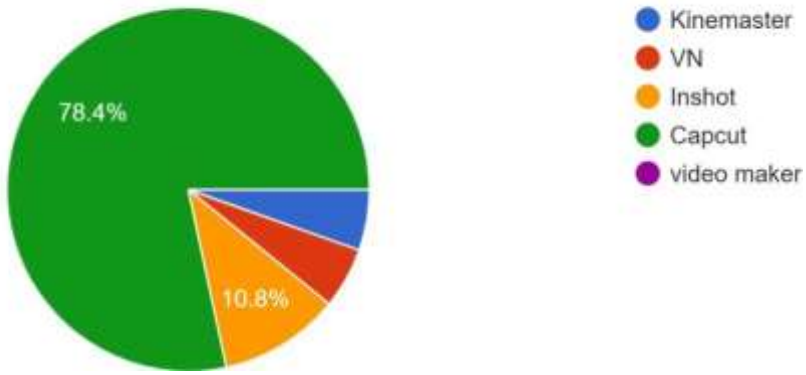
The above bar graph shows the occupation of the participants

3. Will use / Have used video editing apps earlier



From the above pie chart shows that they experience with the video editing applications before starting Postgraduate program thus this referred editing mobile phone software is used by among PG students before PG program.

4. Most used mobile editing app



From the above pie chart 70% CapCut is a popular video editing software utilized by many individuals for its user-friendly interface and comprehensive editing features. With CapCut, users can easily create professional-looking videos, including trimming, adding effects, transitions, and music. Its versatility makes it suitable for various purposes, from social media content creation to professional projects. The platform's accessibility on mobile devices further enhances its appeal, allowing users to edit videos on the go. Overall, CapCut has gained a strong following due to its simplicity, functionality, and ability to produce high-quality videos. 10% Of users in short rarely.

CONCLUSION

the utilization of mobile app-based video editing applications, particularly among postgraduate visual communication students in Chengalpattu District, has demonstrated significant effectiveness and popularity. The statistics reveal that 52% of postgraduate students are actively engaging with editing software, underscoring a substantial interest in multimedia content creation within this demographic.

The prominence of applications like Cap Cut can be attributed to their user-friendly interfaces and comprehensive features, providing students with effective tools to enhance their projects seamlessly. The ease of use, coupled with the diverse editing capabilities, makes these mobile apps particularly appealing to postgraduate students in the visual communication field.

This trend signifies a broader shift towards the recognition of digital media skills as essential components in various fields of study and professional endeavors. As the demand for multimedia content continues to grow, proficiency in mobile app-based video editing applications equips postgraduate visual communication students with valuable skills that can be applied in both academic and professional settings.

In summary, the effectiveness of these applications not only facilitates efficient project enhancement but also reflects the evolving landscape of education and work, where digital media proficiency plays a crucial role. As technology continues to advance, the integration of such tools in academic curricula becomes imperative to ensure that students are well-prepared for the demands of the modern multimedia industry.

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