

Video Production Terminology

This document is designed to help you and your students use the same terminology in class as you will find on the ACA exam. Please use the Quizlet tools to ensure that you have learned these key terms.

Quizlet Password: 20acatestprep16

Mobile Apps: <https://quizlet.com/mobile>

Copyright

Intellectual Property are creations of the mind and includes things like copyright, trademarks, and patents for artistic works, music, symbols and designs.

Fair Use is the limited use of copyrighted material based on the purpose and character, nature of the copied work, amount and substantiality and the effect upon the work's value

Creative Commons is media that the copyright owner has put out for us to use, provided we follow their copyright requirements. These requirements will vary but can include giving the copyright holder credit

Work for Hire is when your employer owns the copyright for your intellectual copyrights because you create the material at work

Derivative is is an expressive creation that includes major copyright-protected elements of an original, previously created first work (the **underlying work**). The derivative work becomes a second, separate work independent in form from the first. The transformation, modification or adaptation of the work must be substantial and bear its author's personality to be original and thus protected by copyright. Translations, cinematic adaptations and musical arrangements are common types of derivative works.

Copyright Quizlet: https://quizlet.com/_2eatio

Audio

Ambient Sound (also known as "room tone" or "Natural Sound") - the natural sounds recorded on location. For example, the sound of a fan in a room or wind.

Foley Sound Effects - sound effects that are added during the editing to help tell the story. For example, the sound of footsteps when someone is seen walking on screen.

Dialog - the speaking parts between two or more characters on screen

Voice Over - the narrator or someone talking off screen

Lapel Mic - small body microphone often clips to the talent's lapel, tie or collar.

Shotgun Mic - highly directional microphone often attached to a boom pole

Hand Held Mic - Microphone held by the talent (used in news and live performance)

Wireless - Pros: no need for wires, Cons: occasional interference and deal with batteries

Audio Terms and Tools Quizlet: https://quizlet.com/_2edyxy



Shot Types

Long Shot (establishing) - typically used to establish the subject in their environment

Medium Shot - typically shows part of the subject in more detail. This shot simulates what we would see or at least pay attention to when we are talking with someone.

Close Up - placed at a distance that shows the subject entire face? This is for emotion.

Over the shoulder - shot in a dialog scene when one subject is photographed in medium close with some portion of another subject occupying some part of the foreground? Maintains the connection between the two characters.

POV - when the camera is setup to capture the subject's perspective to show the audience what he/she is looking at

Rule of thirds the strategy of splitting your image into three sections vertically and horizontally so you have a clear foreground, middleground and background

Low Angle - makes your subject look larger and more powerful

High Angle - makes your subject look smaller and weaker

Worms eye - placing the camera very low (often on the ground)

Pan: Moving the camera side to side (often used to follow the subject)

Tilt: Moving the camera up and down (often used to reveal something)

Tracking: is any shot where the camera moves alongside the object(s) it is recording.

Cutaway - shot is the interruption of a continuously filmed action by inserting a view of something else. It is usually, although not always, followed by a cut back to the first shot, when the cutaway avoids a jump cut.

Coverage is the amount of footage shot and different camera angles used to capture a scene. When in the post-production process, the more camera coverage means that there is more footage for the film editor to work with in assembling the final cut.

Shot Types and Camera Moves Quizlet: https://quizlet.com/_2edz42

Lighting

Three Point Lighting - classic method of lighting a subject, typically in an interview setting.

Key Light - Primary light that shines directly on subject

Fill Light - light that is used to "fill" in the shadows

Back/Hair Light - light that is behind subject used to create a rim light around the head. Helps to separate subject from background

Background Light - I like to throw another light onto the background and often throw the light through a cookie

Cookie is a foam core board with holes cut out to create a splash of light and shadow on the background.

Lighting Terminology Quizlet: https://quizlet.com/_2edzeb



Production Process

Pre-Production

- script writing- written description of the video that includes shot information, action elements, dialogue and transitional elements
- Storyboarding - visual representation of the script using images and notes to help plan out shots
- location scouting
- casting

Production

- Setting up lights and composing shots
- recording videos
- recording audio

Post Production

- Editing
- Motion Graphics
- color correction
- Exporting
- distribution (online or theaters)

Production Process Quizlet: https://quizlet.com/_2edziu

Stages of Editing

- **Ingest:** The process of capturing or transferring your video files to your computer.
- **Logging:** Going through all your video clips to weed out the bad ones and rename/organize the good ones to make finding the right files easier during the editing process
- **First Assembly:** The process of assembling your video files into order using the storyboard (often including multiple takes of the same shot)
- **Rough Cut:** The process of cutting your video down to the essential shots and working on the timing so that you can share your video with the director
- **Final Cut:** When the cutting and timing of the footage is finalized.
- **Color Grading:** This is the process of altering and enhancing the color of a motion picture, video image, or still image. This is usually the final stage in the editing process.
- **Export:** This is the process of combining the video and audio elements on the timeline/sequence into a single file.

Stages of Editing Process Quizlet: https://quizlet.com/_2edzsp



File Formats

Imaging File formats

.jpg - best file format for photographs because it contains millions of colors

.png - best file format for images with transparency because it contains thousands of levels of transparency

.tiff - uncompressed image file format, will make larger but higher quality images.

Video File Formats

.avi - older video/audio file format (1992) that used to be the standard

.mp4 (H.264) - newer video/audio format with better compression so it has higher quality in a smaller file size

.wmv - Windows media video

Audio File Formats

.mp3 - this is a common file format for audio that uses compress to scale the file size

.wav - this is a uncompressed file format for audio that is commonly used in video editing

.wma - windows media audio

File Formats Quizlet: https://quizlet.com/_2ee00h

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