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Video Terms, Links, and Resources

Good-to-Know Terms:

Analog - The process of taking audio or video and translating it into electronic pulses. Older technology that degrades after each use, i.e. cassette recording, VHS tape, etc.

Aspect Ratio - The shape of an image or frame, expressed as the width-to-height ratio. **Widescreen** film uses a **16:9 aspect ratio (1.78:1)**, whereas **standard television** uses **4:3.**

B-Roll Footage - Video footage, often without a narration or sound track, used by broadcasters/videographers to supplement the main elements of a production.

Clip - A short piece of video and/or audio, often containing an individual *scene*.

Close-up (CU) - A tightly framed camera shot in which the principal subject is viewed at close range.

Compression - To reduce the size of audio or video data through the use of a compression scheme. Also called **encode**.

Digital – Audio or video pulses converted into binary code or a series of 1s and 0s. No degradation quality after many uses.

Dolly - Physical movement of the camera toward or away from a subject. The effect may seem to be the same as zooming, but dollying in or out results in a more dramatic change in perspective than using the zoom.

Establishing Shot - The opening picture of a program or scene. Usually, a wide and/or distant perspective that serves to orient the viewer to the overall setting and surroundings.

Firewire - A digital data interface standard that provides a high-speed Plug-and-Play interface for personal computers. Used for connecting DV camcorders to computers, as well as to hard disk drives and DVD drives.

Frame Rate - Playback speed as determined in frames per second. Film is presented at 24 frames per second (FPS).

Pan - Horizontal camera pivot, right to left or left to right, from a stationary position.

Render - To generate a video production in its final form, including transitions, effects, and superimposed tracks. You can render portions of a Timeline in order to preview your edits at that point, or render the entire production before exporting it in its final form.

Sample Rate - The rate at which samples of a continuous signal, such as music or a sound are captured into a digital representation of the original signal. A higher audio sampling rate, with more samples per second, creates a more accurate representation of the original sound.

Scene - A single video sequence, typically shot in one continuous take.

Tilt - A vertical camera movement from a single axis as on a tripod.

Tracking - A lateral camera movement traveling with a moving subject.

Transcode - To convert from one compression format to another, i.e., digital video format to MPEG-2 for DVD or Flash for Web delivery.

Transition - A visual effect to segue from the end of one clip or scene and the start of the next.

Links:

Digital Video Editing Terminology: http://www.manifest-tech.com/links/video_terms.htm

Elements of the Video Script: http://www.mindspring.com/~mmm/element.html

Videomaker (Your Guide to Creating and Publishing Great Video): http://www.videomaker.com/

How-to Plan Your Video Production Part 2:
http://www.youtube.com/watch?v=09sM4ZomXRI&feature=related

Custom Soundtrack Options:

- http://www.smartsound.com/sonicfire/ - This is what Colorado Springs Utilities uses.
- http://www.royaltyfreemusic.com/
- http://www.royaltyfreemusic.com/
- http://www.productiontrax.com/index.php
- http://musicbakery.com/
- http://www.premiumbeat.com/
- http://www.jewelbeat.com/

Cue Prompter.com (Online teleprompter): http://cueprompter.com/

EasyPrompter Pro! (Online teleprompter): http://www.easyprompter.com/

25 Filmaking Apps for the iPad & iPhone: http://filmmakeriq.com/2010/07/22-filmmaking-apps-for-the-ipad-iphone/

Elearning Guild – Information, networking, and community for eLearning professionals. Various membership levels available with access to many live forums per year and hundreds of archived (recorded) forums: http://www.elearningguild.com

When it Makes Sense to Pay for Professional Narration: http://www.articulate.com/rapid-elearning/when-it-makes-sense-to-pay-for-professional-narration/

What does a corporate web video cost? 25 Factors (with prices) that affect corporate video production costs: http://onemarketmedia.com/blog/2010/03/what-does-a-web-video-cost-25-factors-with-prices-that-affect-video-production-costs/

Corporate Video Production – What Works Today and Why: http://onemarketmedia.com/blog/2012/04/corporate-video-production-what-works-today-and-why/

Auralex Acoustical Treatment Products: http://www.auralex.com

Additional Resources:

Texas Pictures – Industrial Strength Storytelling - http://www.texas-pictures.com/resources.html

- **Understanding Corporate Video Production** - This PDF document, written by Glen Muse over 15 years ago, describes the video production process, and includes valuable information that can help make your production experience painless and fun.
- **Scriptwriting Template** – Contains general instructions about scriptwriting and a table-based template for a standard industrial format script suitable for video or multimedia applications.