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](http://www.manifest-tech.com/links/video_terms.htm)


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

**Custom Soundtrack Options:**


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

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

**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](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/](http://www.articulate.com/rapid-elearning/when-it-makes-sense-to-pay-for-professional-narration/)


**Auralex Acoustical Treatment Products:** [http://www.auralex.com](http://www.auralex.com)

**Additional Resources:**

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