

# Instructional Terminology

Film and TV Production  
50.0602.00



**.AIFF** - audio interchange file format. An uncompressed audio format developed by Apple Computer Inc. in the late 1980s.

**.AVI** - audio video interleave file format. Developed by Microsoft in 1992. It's a proprietary video format used by the Windows operating system.

**.BMP** - a graphics image file format more commonly known as bitmap. Commonly used for web-based graphics.

**.Flv** - type of file format used in exporting data from a computer.

**.GIF** - graphic interchange format a set of standards and file format for storage of digital color images and short animations

**.JPEG** - joint photographic expert group. The name for a popular compressed photographic file format. Best for photos because it has a colorspace of millions of colors.

**.JPG** – see .JPEG

**.MOV** - common multimedia container file format developed by Apple and compatible with both Macintosh and Windows platforms; may contain multiple tracks that store different types of media data; often used for saving movies and other video files; commonly uses the MPEG-4 codec for compression.

**.Mp3** - stands for "MPEG-1 Audio Layer-3." A popular compressed audio file format that helped popularize digital music downloads beginning in the late 1990s. MP3 files are

typically about one tenth the size of uncompressed WAVE or AIFF files, but maintain nearly the same CD-quality sound

**.MP4** - a media container for multimedia files. The file container can store audio and subtitles in addition to video.

**.WAV** – a Microsoft and IBM audio file format standard for storing an audio bit stream on PCs

**.wmv** - Windows media video. A common video format used when saving video files in the Windows operating system.

**1080i** - a high-definition video format that has 1080 lines of vertical resolution. This *interlaced* format displays 540 alternating lines at a time to display the complete frame.

**1080p** - a high-definition video format that has 1080 lines of vertical resolution. This *progressive* format displays all 1080 lines at once to display each frame.

**180 Degree Rule** - a basic guideline when filming dialogue or action. Camera positions stay on one side of an imaginary line that connects two characters in a scene. Doing so keeps the character on the left in that position the entire scene. Breaking the rule would result in a character unnaturally switching from the left of the frame to the right and confuse the viewer.

**24 FPS** - a progressive format that displays 24 frames per second. Most commonly used in cinematic recordings because

it most closely resembles the frame rate of film.

**240p** - a resolution of approximately 320x240, displayed in progressive scan. The number represents the format's vertical resolution, followed by a letter indicating progressive scan or interlaced

**3 Point Lighting** - a commonly used lighting technique that uses three lights per subject. A key light to illuminate the subject, a fill light to "fill" in the shadows caused by the key and a backlight or "hair" light to separate the subject from the background or ad dimension.

**30 FPS** - a progressive format that displays 30 frames per second.

**320p** - screens have 480x320 pixels (3:2 aspect ratio)

**480p** - a progressive scan video format that has 480 lines of vertical resolution. 480p is not classified as a high definition television but rather as enhanced-definition television.

**4K Video** - an ultra high definition video format that is four times the resolution of 1080p. The format has approximately 4000 lines of vertical resolution.

**720p** - a high-definition video format that has 720 lines of vertical resolution. This *progressive* format displays all 720 lines at once to display each frame.

## A

**A-Roll** - primary footage that will most likely end up in the finished video

**Action** - a film genre where the storyline includes high energy, fights, escapes, adventurous heroes, explosions, and high energy.

**ADA** – The American with Disabilities Act is a law passed in 1990 that prohibits discrimination against people with disabilities in employment, transportation, public accommodation, communications, and governmental activities.

**Adobe Premiere Pro** - a Non-linear Editing (NLE) program developed by Adobe Systems

**Adventure** - a film genre where the storyline may feature exotic locales, new experiences and excitement. Adventure films have similar characteristics to action films. Instead of emphasizing violence and fighting, they focus on travels, conquests or exploration.

**Ambient/NAT Sound** - the background sounds which are present in a scene or location. Common ambient sounds include wind, water, birds, crowds, office noises, traffic, etc.

**Amps** - plural form on ampere. Unit of measure for electric current. It measures the electromagnetic force between electrical conductors carrying an electric current.

**Anchor** - a person who is responsible for delivering the news on television, the radio or online.

**Anecdote** – a storytelling technique where information about a character can be revealed in a short discussion or flashback

**Apple** - technology company based in Cupertino, Ca. Created by Steve Jobs and Steve Wozniak in 1976.

**Apple Final Cut Pro X** - non-linear editing software for macOS.

**Arc** - a movement of the camera that covers a semi-circle around a subject, somewhat like a tracking shot.

**Archiving** – moving files to a secondary storage location. Files are typically moved from a local harddrive to an external drive or server to clear up space on the local drive.

**Art Director** - The person responsible to develop the visual style or tone of a movie or television production. They work with a staff of designers and artists and make sure their work is in alignment with the vision of the art director.

**Aspect Ratio** - a mathematical comparison of width to height. Widescreen HD televisions are 16:9, SD televisions are 4:3 and cinema screens are typically 1.85:1.

**Audio Track** - audio component that corresponds to the video

**Authorship** - the identity of the person who has written

something. the source (as the author) of a piece of writing, music, or art

**AVID Media Composer** - a non-linear video editing (NLE) software aimed at professionals in the TV and movie industry developed by AVID Technology

## B

**Back Light** - also known as a hair light. This light is setup above the subject to add dimension to the scene by creating a separation between the subject and the background.

**Bars** - also known as SMPTE bars. This multi colored test pattern is used to calibrate the color of a video transmission in countries that use the NTSC video standard.

**Bill of Rights** – the document that guarantees freedom of press

**Birdseye View** - a shot in which the camera photographs a scene from directly overhead

**Blu-ray** - a high-definition video format that is capable of storing video at full-HD resolution. It became the industry standard for video disc distribution in 2008.

**BNC Cable** - a connector used for carrying composite video signals of moderate bandwidth over a coaxial cable. It is widely used in television and other professional situations, being a more robust option than the consumer-level phono

(RCA) connector

**Boom** - a long mobile beam or pole used to hold a microphone or camera

**Boom** - a microphone support. Often a pole that can be held over the talent with a microphone attached to the end to pick up clean audio without the need for a microphone to be visible on screen

**Box Office (Ratings)** - a measure of the total amount of money paid or tickets purchased by cinema-goers to view a movie. It is often used to judge the success or failure of a new movie

**B-Roll** - in interviews and documentary films it describes secondary footage that adds meaning to a sequence or disguises the elimination of unwanted content

## C

**Calibrate** – to adjust or optimize the settings of a video camera pertaining to color, sharpness, contrast, and brightness of a potential picture

**Call Sheet** – a list of scenes to be shot on a particular day and the cast, crew members and equipment required

**Canted angle** – camera angle achieved by turning the camera slightly to one side causing the subject matter to run up or down hill. Result is also referred to as *Dutch Angle*

**Capture/Capturing** – the process of recording tape-based

video onto a computer using non-linear editing software

**CD – (compact disc)** an audio recording and playback medium that uses digitally encoded information on a laserdisc. The sound is decoded by optical laser for high-quality audio playback.

**Chroma-keying** – an electronic matting effect that keys out or removes a portion of video of a specific color. Another video source is then substituted for the removed area. Generally, a deep, saturated blue is used as a keying color

**Cinematographer** – a person whose profession is motion-picture photography

**Climax** – the part of the story where the rise action reaches the critical point

**Clipping** – cutting of the peaks of a signal. In video this generally affects the white level

**Closed Captioning** - to meet ADA requirements by adding written form of the dialogue as well as other sound information to inform the viewer of the scene

**Close-up** – a tight photograph or shot, generally of the face and shoulders; a close shot.

**CODEC** – coder-decoder. A method of compressing and decompressing data.

**Comedy** – a play, movie, etc., of light and humorous character with a happy or cheerful ending

**Command key** – the modifier key on each side of the space bar on a computer keyboard. Purpose is to allow the user to enter keyboard commands in applications and in the system. Also called “*Apple key*” on Mac’s

**Commentary** – a spoken accompaniment to a broadcast, film, etc., especially of a sporting event

**Compact Flash** – memory cards used in professional cameras

**Composition** – Creative control of the photographer to position elements in the frame. Ex. Eyes on third, head room, nose room, leading lines, rule of thirds

**Compression** – a reduction in the size/amount of data in a file either by compacting it into less space (lossless compression) or by deleting unnecessary information (lossy compression).

**Constructive Criticism** – feedback or advice that is intended to improve the quality of a product or improve the quality of a future product.

**Contract provider** – company that provides extended warranties to consumers for a specific period of time and for additional cost beyond the price of the product

**Control Key** – the modifier key on a windows keyboard (command key on an Apple computer) that is used in conjunction with another key to serve as a shortcut to execute a function instead of using the mouse.

**Copyright** - legal protection granted to the owner of an original work against unauthorized use or publication of the work.

**Corporation** - an organization or group of people that, by law, operates as a single entity

**Corporate media** - when mass media is controlled by corporations and CEOs rather than serving the interest of the public

**Coverage** - the amount of time during a newscast or space in a print publication that has been dedicated to a story

**Credible** - a source appearing to merit belief or acceptance as a witness, for a plausible story, testimony or information

**Culture** - expectations of professionals and nonprofessionals who would engage in journalistic endeavors. Concepts of honesty, objectivity, persistence and competition

**Cutaway** - a shot that is indirectly connected to a sequence. It is used to cover over a jumpcut to maintain continuity

## D

**Demographics** - audience research data like age, gender, income or ethnicity

**Dialogue** - a conversation between two more characters in a story

**Diffusers** - lighting equipment that is made out of translucent

material designed to soften or reduce the intensity of light without changing the color temperature

**Director** - the person in charge of all creative aspects of a show or production

**Disability** - a mental or physical limitation that prevents or limits a person's ability to perform certain tasks

**Discrimination** - unfair treatment of a person or group typically because of differences of opinion about race, age, sex or religion

**Documentary** – a non-fictional film genre where the storyline is a factual account of an event or a person's life. Essentially a research paper for television or film

**Dolly** – physically moving the camera perpendicularly closer to or away from the set

**Download** - the transfer of data packets that, when completely transferred, will allow the end user to open or playback a file

**Drama** - a film genre where the storyline involved conflict and requires actors to portray someone other than themselves.

**Dropbox** - A cloud storage service often used to share files that exceed email attachment size limitations.

**Dutch Angle** - a composition technique where the camera is slanted to make vertical lines (walls) appear diagonal or where the horizon line is not parallel to the bottom of the frame.

**DVD** - *Digital Video Disc or Digital Versatile Disc*. An

optical disc format that is capable of playback resolution of 720p. Was the industry replacement for VHS tapes.

## E

**Editor** - the person responsible for taking the pieces of a video project and assembling them together. They are responsible for removing bad takes and mistakes to put together the best product possible

**Ethnicity** - people who identify with each other based on racial, cultural, religious or other commonalities

**Export/ Exporting** - the process of preparing a project for distributions

**Extension** - the suffix of a filename that comes after the period that indicates the type of file it is

**External Hard Drive** - a large capacity storage device that can be connected to a computer via USB or thunderbolt. External drives come in HDD or SSD varieties that can be portable or meant to be left on a desk or shelf.

**External Media** - removable forms of storage like DVDs, Blu-rays or flash drives, that can be used to transfer files

**Extreme close up** - when the camera frame is setup in an extremely tight manner and so close that it can only show a portion of the subject

## F

**Facebook** - an online social networking website that allows you to share videos, photos, documents and much more with your audience

**Fact Checking** - investigating information to make sure it is accurate and correct compared to what is being shared

**Fair use** - is any copying of copyrighted material done for a limited time, such as to comment upon, criticize, or parody a copyrighted work

**Fantasy** - involving magic, mythology, or folklore and often have magic, wonder, and myth.

**File** - source for saving information on your computer where other items can be stored as well

**Film** - a motion picture

**Final Product** - ready for sale without any other working.

**FireWire** - a technology that allows a data exchange between a computer and a peripheral or between two computers.



**Flags** - used to block light.

**Flash Drive** - a small electronic device containing memory that is used for storing data

**Floor Manager** - makes sure that all props and set are correct prior to filming anything

**Focus Group** - a diverse group of people that participate in a guided discussion about a particular television series

**Folder** - a space used to organize and store files and subfolders on a computer.

**Footage** - the length of a film made for movies or tv

**FPS** - frames per second

**Freelance** - self employed

## G

**Gaffer** - head electrician for a film or TV production

**Gaffers Tape** - is a heavy cotton cloth pressure-sensitive tape with adhesive used in theatre, photography, film and television production work

**Gain** - to increase the amount or strength

**Generational** - people born at different times.

**Google Drive** - file storage in the cloud created by google.

**Grip** - a person that develops and builds the set

# H

**H.264** - also known as MPEG-4AVC was developed for use in high definition systems such as HDTV, Blu-ray and HD DVD as well as low resolution portable devices like Sony's PSP and Apple's iPod. H.264 offers better quality at lower file sizes

**Hacker** - a person who can bypass computer security to illegally gain access to unauthorized information

**Handheld** - designed to be held in the hand while being operated.

**HD** - Provides a resolution that is substantially higher than that of a standard-definition television

**HD Video** - High-definition video is video of higher quality and resolution than standard-definition

**Head Room** - amount by which digital full scale exceeds the PML in decibel.

**Headshot** - a specific type of portrait that realistically demonstrates a person's appearance for branding or casting.

**High Angle** - a composition technique where the photographer shoots from a location above the subject. This downward angle makes the subject appear smaller

**Horror** - a film genre that is designed to where the storyline is designed to frighten or cause terror through invoking fear

**Hype** - to cause excitement to promotion or publicity

# I

**iMovie** - a video editing software application sold by Apple INC. for the mac and iOS (iPhone, iPad, Mini, and iPod Touch).

**Importing** - transferring data from an external storage device onto a computer's hard drive

**Industry** - a group of businesses, manufacturers or companies that offer similar services

**Inspiration** - the motivation behind doing something creative

**Instagram** - an online photo sharing social Web service that lets you share your life with friends through a series of pictures captured with a mobile device

**Intellectual Property** - refers to creations of the mind.

**Internet** - a global-wide communication network that connects computers worldwide to exchange information

**Intranet** - a local or private network that is only accessible by authorized users

**Investigative Reporting** - a form of reporting that seeks to uncover something being kept secret or hidden from the public

**Invoice** - a statement that lists the costs of services provided to a client.



## J

**J Cuts** - the sound of the next scene precedes the picture

**Journalism** - the gathering and reporting of news for newspapers, magazines, television, radio and the internet

**Jump Cut** - cutting between clips that are from the same subject but may cause an abrupt transition that would break continuity

**Jump Drive** - also called a flash drive. A small USB storage device used to transfer files between computers

## K

**Key light** – the main source of light on a subject in a three-point lighting setup.

**Keyboard Shortcuts** – functions such as cut, copy, paste that are executed by pressing a defined sequence of keys on the keyboard

**Key Grip** - makes sure all equipment is in the correct place

## L

**L- Cuts** – a video editing technique where the video of a clip ends before the end of the audio. The shape of the video cuts resemble the letter L.

**Lavalier** – a small microphone that can be easily hidden on a piece of clothing so as not to be seen by the camera. Also known as Lav mic

**LCD – Liquid Crystal Display** - a flat display that contains a thin layer of liquid crystals in between the pixel layer and the surface. It uses an electric charge to activate the liquid crystals that filter colors from white light for each pixel

**Lead Room** – the space left in front of a person or an object moving toward the edge of the screen, also known as nose and or looking room in tighter shots

**Leveling** - applying a constant gain to the audio track of a recording to bring the overall volume to a constant level

**Limited Liability Company** - a form of business that combines the characteristics of a corporation and a partnership of sole proprietorship. It removes the companies financial liability from the ownership.

**LinkedIn** - a social network website and application that focuses on business and employment. Users can create profiles that list work experience, education, training and skills.

**Long Shot** – a camera view of the subject from a relatively great (long) distance, usually showing the subject in its entirety.

**Low Angle** - low angles are captured from a camera placed below the actor's eyes, looking up at them. Low angles make characters look domineering, aggressive, or larger than life.

**Lower third** - a video effect where text is displayed along the lower third of the screen. Can be used for subtitles, captions or text to identify the person speaking on screen

## M

**Macintosh** - a series of personal computers first released by Apple Inc in 1984.

**Manual Setting** - manual mode allows the user to set the camera: iris, shutter, focus, white balance, zoom and audio levels separately

**Media** - the collective of mass communication platforms; newspapers, magazines, broadcast, etc

**Medium** - physical material such as a DVD, memory cards, hard disk, etc. used for archiving or storage of digitized data text, graphics, audio, and video files

**Medium Shot** – objects/subjects are seen from a medium distance. Covers framing between a long shot and a close up, also known as a waist up when dealing with people

**Monopod** - a single pole used to help support still and video cameras.

**Motive** - something (as a need or desire) that causes a person to act

**MPEG-4** - a common audio visual compression standard designed for low bandwidth encoding for internet streaming

**My Computer** - My Computer allows you to explore the contents of your computer drives, as well as manage the files on those drives.

## N

**ND Filter** - a filter that cuts the amount of light entering the lens without altering the color temperature of the scene

**News Director** - the person responsible for overseeing the day-to-day operations of the newsroom. They are responsible for evaluations, budgetary concerns and have the final authority on whether a story will air

**News Producer** - the personnel responsible for the approval of content and the organization of segments and all other elements of a newscast.

**Non-Linear Editing** - a video editing method that allows access to clips and sequences in any random order. Used to edit digital video stored on an internal or external storage device

**Nose Room** - space that is intentionally left in front of the subject as they look toward the edge of the frame.

## O

**OSHA** - Occupational Safety and Health Association.

**Outline** - A document that includes details about the opening and ending of a script but just a skeleton of the elements in between

**Over The Shoulder Shot** - a camera shot over the first character's shoulder capturing the second character opposite them; commonly used to show a conversation from the first

character's perspective.

**Off the Record** - a source gives you information but are not authorized to publish the information

## P

**Pan** – a movement that pivots the camera left or right from a fixed point (the tripod head)

**Parody** - a production that is created with the intent to closely imitate the work of another with comedic effect

**PC** - Personal Computer. A computer that is designed for a single user as opposed to a mainframe computer.

**Peaking** - also known as focus peaking, where you can manually focus your camera

**Pickup shot** - a small, relatively minor shot filmed or recorded after the fact to augment footage already shot

**Pinterest** - a photo sharing website

**Pirate/Pirating** - is the illegal copying and distribution of movies in print, videos, DVDs or electronic files

**Pitch** – originators of a project seek an investment through an oral presentation

**Pixel** – the smallest square unit of color of a digital image or graphic

**Plagiarism** – taking someone else's work and presenting it as

if it is one's own

**Playback Controls** - reproducing sound or video recording, especially in order to check a recording newly made

**Point of view** - (POV) A camera angle in which the camera views what would be visible from a particular object's position

**Prejudice** - an unfavorable opinion or feeling beforehand or without knowledge, thought, or reason

**Pre-production** - the preparation phase of video production. It includes all necessary activity that occurs prior to the cameras recording

**Producer**- administrator of all budgetary and supervisory aspects of production from development to distribution

**Product placement** – an actor in a TV show or movie prominently holds a product with the label facing the camera

**Production** - the phase of video production where recording takes place

**Propaganda** - one-sided information that is created to manipulate people's beliefs, opinions or attitudes

## Q

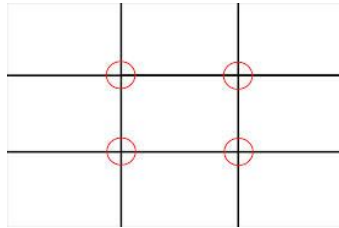
**QuickTime** - multimedia playback and recording software developed by Apple

## R

**RCA Cable** - a video and audio cable commonly found on consumer based video equipment



**Rule of thirds** - the guideline to follow when take a photo or shooting video that allows you to follow the screen into nine parts. Images should be placed along these lines or on the intersections to create the most visually interesting photo or video



**Reflectors** - used to reflect light towards a given subject or area.

**Reporter** - a reporter researches, writes, and reports on information to present to an audience

**Resolution** – describes the total number of pixels in an image, A measure of audio and video quality

**Romance** - Genre of fiction that places its focus on relationships and love.

**Rough cut** - the rough cut is the first stage in which the film begins to morph into its final product. Rough cuts often do not flow well and still go under many changes before the film is finished.

## S

**Save** - to store data to a file on a computer.

**Scheduling** - scheduling on the set is done with a daily call sheet that is created by an assistant director to inform the cast and crew of a film production where and when they will report for work during filming

**Science Fiction** - genre of fiction where content is futuristic and often discusses science, technology, space or time travel and alien life forms

**Score** - the film music that is made specifically to accompany a film.

**Screenplay** - a script for a movie that includes slug lines and camera angle information

**Script** - the written text of a movie or broadcast

**SD** - Standard Definition television

**SD card** - Secure Digital Card is a small flash card that gives high capacity memory in a small size.



**Sensationalized** - presenting information in a way that provokes interest and excitement

**Sensor Blower** - equipment cleaner

**Sequencing** - a series of scenes that form a unit which is usually connected by location or time

**Shadows-** where light is obstructed by an object.

**Shot types with abbreviations:**

1. Establishing shot - a shot that shows the audience the location where the scene takes place
2. Extreme long shot (XLS) - a shot that includes a person's entire body and much of their surrounding
3. Long shot (LS) - similar to a XLS but has a much more narrow view of the surroundings. Accomplished by moving the camera back and zooming in
4. Medium long shot (MLS) - also called a knee shot. From the top of the subjects head to just above or below the knees
5. Medium shot (MS) - just above the head to above or below the waist
6. Medium close up (MCU) - also called a bust shot. Just above the head to below the chest
7. Close up (CU) - Just above the head to just below the shoulders
8. Extreme close up (XCU) - a shot framed so tight that it only shows a specific part of the subject
9. two-shot - shows two people or objects
10. three-shot - shows three people or objects
11. Over the shoulder (OTS) - a shot used to film dialogue where the camera shoots over the shoulder of the person in the foreground toward

- the face of the person in the background
12. Cross shot (XS) - a shot used to film dialogue where cameras are positioned toward one person without showing the person they are talking to. Both cameras must be positioned on the same side of the 180-degree line

**Shotgun** - A directional microphone that picks up the most sound directly in front of it



**Skype** - a telecommunications app that allows users to video or voice chat between computers, tablets and mobile devices

**Slander** – saying something not true about someone that damages one's reputation

**Snapchat** - a video messaging application where users can take and send photos, record videos, added text and drawings, to a controlled list of recipients. The recipient can only view the message for a set a time limit typically 1 to 10 seconds before it disappears

**Social Media** - websites or mobile applications that allow users to share messages, videos, photos and links to information on the internet

**Sole Proprietorship** - an unincorporated business that is owned and operated by one person.

**Sound FX (SFX)** - sounds added during post-production by the sound crew

**Sources-** someone that provides information for a story

**Standalone microphone** – a single microphone used for broadcast

**Stinger**- extension cord

**Storyboard** – a sequence of drawings that represents the shots planned for a video production

**Subtitles** – text on a video that allows viewers to read dialog or commentary used primarily for language translation purposes

**Sweeps** - sweeps rating periods (November, February, May and July) are used to measure and provide statistics on audience watching or listening habits. The most common method is the Nielsen diaries/ratings

**Sweetening** - Audio sweetening is a phrase for fine-tuning sound in post-production

**Synchronization** - to align an audio track with a video clip or video from multiple cameras in post-production

## T

**Talent Release** - A document that grants the producer permission to use the talent or their voice in a production

**Technical Director - (TD)** the person responsible for following a script or commands from the director and to operate the video switcher.

**Teleprompter** – a video device that displays a script directly in

front of the camera allowing reporters and actors to read as they look in the camera

**Television** - A device that receives television signals and reproduces them on a screen. Televisions are mainly used to broadcast programs for entertainment, information, and education

**T-form script** - the format used to create a script

**Tones** - "Bars and Tone" or SMPTE color bars is a television test pattern used where the NTSC video standard is utilized. They are used to set the proper levels for broadcast

**Torrent** - Downloading a file off a torrent link. This is normally from a person, not a server

**Tracking** - the type of shot when the subject and camera are moving parallel with each other

**Trade Name** - A name that has the status of a trademark. A name by which something is known in a particular trade or profession

**Trademark** - legal protection granted to a symbol, word, or words legally to represent a company or product

**Transfer** - Transferring of files. This can be video from an SD card to computer, uploading video to a website or file sharing

**Transitions** - A transition is a technique used in the post-production process of video/film editing by which scenes or shots are combined by a transition. Most commonly this is through a normal cut to the next shot

**Treatment** - This is a process normally done in post-production to enhance or give an effect(s) to a video or film

**Tripod** - a three-legged stand or support, used for a camera

**Troubleshooting**-to locate the cause of trouble and remove or treat it

**Truck**- a movement where a camera is moved parallel to the subject. The camera is typically mounted on a dolly or a track system.

**Tumblr** - a microblogging platform and social networking website that lets you effortlessly share anything. Post text, photos, quotes, links, music, and videos from your browser, phone, desktop, email or wherever you happen to be.

**TV News** - broadcast journalism

**Twitter** - a social networking platform that allows users to post 280 character messages called "tweets."

## U

**Ultra HD** - Ultra high definition. See 4k resolution

**Upload** - the action or process of transferring data to another computer system.

## V

**Vimeo** - a video-sharing website in which users can upload, share and view videos

**Vine** - a defunct social media application that allowed users to share six-second long videos. Acquired by Twitter in 2012 and discontinued in 2016.

**Viruses** - a form of computer program that can spread from host computer to host computer making unwanted changes or performing malicious actions to the infected computer.

**Voice over (VO)**- A voice heard with moving images but not spoken out loud by any character who is physically part of the sequence shown on the screen

**Volts** - plural of volt. The unit of measure for electromotive force that causes amperes to flow through a conductor.

**VU Meter** - volume-unit meter. Used to measure the relative loudness or strength of an audio signal

## W

**Wattage**- unit of measure for electrical power.

**White balance** - an on-camera control that resets the the color circuits to render white as white regardless of the color temperature of the room or environment

**Wide Shot** - recorded with a short focal length to capture as much of a scene as possible.

**Windows** - a computer operating system created by Microsoft.

**Windows Movie Maker** - freeware video editing software by Microsoft that is pre-installed on computers with the Windows

operating system.

## X

**XLR Cable** - a three-wire cable used for carrying balanced audio signals. The male and female connections lock together with a hook. Also available in 4 and 5-pin variations.

## Y

**YouTube**- a popular video hosting website

## Z

**Zoom**- to gradually tighten or widen a shot through the lens rather than moving the camera