

# Instructional Terminology

## DIGITAL COMMUNICATION 09.0702.00



### A

**Accuracy-** a reporter’s responsibility to ensure all facts, names and statistics included in an article are correct

**Active Listening-** a communication technique where the listener makes a conscious effort to fully understand what someone is saying

**Adobe-** multimedia software used primarily by designers and editors

**Alignment** - positioning text to achieve visual and cognitive balance, enhancing readability and comprehension

**Alt Tags-** also known as ALT attributes, are “alternative text” for an image; they are used to describe the image or what the image is representing

**American Disabilities Act-** prohibits discrimination against people with disabilities in employment, transportation, public accommodation, communications, and governmental activities; the ADA also establishes requirements for telecommunications relay services

**Analytics Web-** the process of analyzing the behavior of visitors to a web site

**Angle-** the perspective a reporter chooses to write an article from or around

**AP Style-** a set of professional writing guidelines published by the Associated Press; used to ensure uniformity across journalistic writing

**Aperture priority-** (A-Nikon, Av-Canon) a shooting mode that allows the photographer to control the f-stop setting while the camera selects the appropriate shutter speed and ISO setting

**Aperture-** the amount of light that enters a camera; the aperture controls the depth of field in the image

**Archive-** storing images

**Attribution-** identifying the source of information in an article; ex. *“My heart stopped when Bobby struck out with the bases loaded to end the game,” coach Travis Fauske said.*

### B

This Instructional Terminology is aligned to both the Program Blueprint for Instruction & Assessment as well as the Instructional Framework. It corresponds with the technical standards adopted December 2012. Use of content-specific terminology is provided to help identify consistent definitions.



**Balance-** writing an article in a way that provides the proper amount of coverage to elements of the story; covering all sides of the story; designing a page in a way that distributes elements of color, white space, texts and objects evenly

**Baseline-** An invisible line that aligns the bottom of letters

**Beat-** a specific geographic region or topic assigned to a reporter to provide regular coverage

**Bias-** the interjection of a reporter's opinion into an article, or an article that is written from one side of the story

**Bleeding-** a layout/design term used to describe when a photo, graphic or block of color extends beyond the edge of a page

**Branding-** creating a unique name/image/symbol that differentiates a product from other products on the market

**Breaking News-** newly-received information about an event that is currently developing

**Budget-** a determination of income and expenditure for a set period of time

**Byline-** the line of text that follows a headline or subheadline that credits the article to the author

## C

**Caption-** also referred to as a cutline, a line of text that provides information to the reader about a picture, graphic or illustration

**Capture-** the process of obtaining a digital image/photograph

**Centered-** centered text is placed in the center of each line; as you type, text expands equally to the left and right

**Citizen Journalism-** an average citizen who can engage in journalistic ways due to the accessibility of cell phones and on-hand digital media; example: you can capture information quickly on your mobile phone and then post it to millions of people

**Client-** a person or organization using the services of the company

**Closed-ended question-** a question asked during an interview that elicits a yes or no response

**CMYK-** Cyan, Magenta, Yellow & Key (Black)

**Code of Ethics (Society of Professional Journalism)-** a guide that encourages journalists to take responsibility for the information they provide, regardless of medium

**Color-** color derives from the spectrum of light (distribution of light energy versus wavelength) interacting in the eye with the spectral sensitivities of the light receptors

**Column-** a series of articles written about similar topics; vertical blocks used to assist in designing a page or spread

**Composition-** the way in which the image is composed with various elements

**Content Influencers-** a marketing term used in reference to the use of celebrities to endorse the use of a product or ideology

**Content-** the subject of the work is either defined by the client or the photographer when it is their personal work

**Copy-** jargon used to identify the body text of an article

**Copyright-** The exclusive legal right given to the creator (or assignee) to print, perform, publish, film or record material including writing/print, music/audio, art.

**Cost Projection-** statement that provides details and funds needed for implementation of a project

**Coverage-** the amount and quality of reporting/analysis given to a particular subject

**Credibility-** the reliability or trustworthiness of a source of information

**Credible Sources-** one that is unbiased whose information is backed up with evidence; trustworthy

**Cutline-** see caption

## **D**

**Data capture-** File transfer

**Deadline-** the date/time a piece of work is due for review or publishing

**Defamation-** verbal or written statements that are damaging to someone's reputation

**Depth of Field-** the amount of distance in an image that appears blurry or sharp that is affected by the aperture

**Display font-** also referred to as decorative; a font, such as, that is used sparingly used in headline writing but often used in advertisements and wordmarks to add creative design to the text

**Drive-** a physical or virtual location for the storage of files

**Dumming-** the process of blocking out/designing a page prior to placing elements; a low-quality version of a page layout

## **E**

**Editing (Self edit, peer edit)**- the process of editing your own work, including proofreading for errors in punctuation, grammar and spelling

**Editorial**- an article type, usually unsigned, that is the opinion of the reporter or newspapers editorial board

**Elements of Art**- the elements of art consist of line, color, texture, shape, form, space, value

**Export (PDF, JPEG, TIFF)**- the process converting a file from its native format into one that is appropriate for its end user

**Extranet**- an intranet that can be partially accessed by authorized outside users, enabling businesses to exchange information over the Internet securely

## **F**

**Fact Checking**- to verify accuracy

**Fair Use**- In copyright law, brief excerpts of copyrighted material may, in certain circumstances, be quoted word-for-word for purposes such as criticism, news reporting, parody, teaching and research, without permission from the copyright holder.

**Fairness**- a reporter's responsibility to keep an article balanced and objective

**Feature**- an article type that is more creative and in-depth than the general news story. Human interest stories are the most common form of feature articles

**File Formats (BMP, TIFF, JPEG, Raw, PNG)**- (Bitmap) the standard graphic file storage format in Microsoft Windows

**File Size**- the amount of space a document occupies on a storage drive; measured in bytes

**First amendment**- the part of the U.S. constitution that grants freedom to the press

**Five W's**- key elements that should be addressed in an article; who, what, when, where and why

**Flush left**- begins each line along the left margin of the document

**Flush right**- aligns the beginning of each line of text along the right margin; the text expands to the left as you type

**Focal Length**- the distance between the center of convex lens or a concave mirror and the focal point of the lens or mirror -- the point where parallel rays of light converge

**Focus**- the clear and sharply defined condition of the image OR the adjustment of an optical device necessary to produce a clear image

**Force justified-** causes all lines of text, regardless of length (including the last line of a text) to stretch across from margin to margin

**Framing-** using different parts of the environment to “frame” the subject of the image; example shooting through something [An Arch]

**Freedom of Information Act-** allowed the press to obtain information from the government surrounding issues

## **G**

**Graphics-** illustrations or data charts used to enhance or add visual interest to a story

**Great Depth of Field-** when the the entire image is sharp and in focus; his is a result of a narrower aperture - example f22 [Landscape Photography]

## **H**

**Hard News-** articles written about difficult/timely topics like car accidents, extreme weather conditions or murders

**Hashtag-** a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic

**Hazelwood vs. Kuhlmeier-** (1988) ruling: the First Amendment rights of students journalists are not violated when school officials prevent the publication of certain articles

in the school newspaper (entire pages of a school newspaper were removed that the principal found “inappropriate)

**Headline-** an attention grabbing statement written above a story that grabs the reader’s attention and provides them the most important details about the story

**Hype-** the use of extensive publicity and advertising to make people interested in something

## **I**

**Illustration-** a drawing, diagram, picture or image used to decorate or clarify a text

**Illustrator-** Adobe software that allows you to work in vectors vs. pixels

**Images-** typically refers to photographs

**Import (Drag/Drop)-** to copy/transfer files from an external storage device onto the computer’s hard drive; to embed a file into another document

**InDesign-** industry standard software used for page design

**Infographic-** a display of data based information in graphic/picture form

**Intellectual Property Law-** intellectual property can be protected under federal and state law, including copyrightable works and ideas

**Internet-** the global system of interconnected computer networks that use the Internet protocol suite (TCP/IP) to link billions of devices worldwide

**Intranet-** a local or restricted communications network, especially a private network created using World Wide Web software

**Inverted Pyramid-** a form of writing where the most important information is at the top and then goes down to the least important information

## J

**Jargon-** industry specific vocabulary that would be difficult for non-industry people to understand

**JPEG-** (Joint Photographic Experts Group) an image saved in a compressed graphic format. Pixels deemed unimportant are removed; uses less storage space

**Justification-** a form of text alignment where text is aligned to both the left and right sides of the column

**Justified-** combines left and right aligned text; when a

block of text is justified, each line fills the entire space from left to right, except for the indent and the last line

## K

**Kerning-** altering the space between two letters of text

**Kicker-** a short line of text that appears above a headline

## L

**Lead-** *also spelled lede*, is the first paragraph of an article, usually limited to 20-30 words in a hard news story

**Leading Lines-** a composition technique used to draw the viewer's eye from the front of the frame to the back of the frame using lines; this technique will create a greater sense of depth of field

**Leading-** The distance from baseline to baseline in a block of text

**Letter spacing-** adjusting the individual horizontal white space between the letters in a block of text (also known as Tracking); letter spacing adjusts the letters farther apart

**Libel-** a written/printed false statement of fact that is damaging to a person's character or reputation

**Light-** light is needed in order to create images; the light enters the camera and then is recorded to create an

image

**Lightroom-** Adobe software that allows viewing, organizing and editing large numbers of digital images

## M

**Malware-** applications or software that are written to cause harm to a computer

**Manual-** a shooting mode that allows the photographer to control the f-stop, shutter speed and ISO settings

**Margins-** the amount of white space around the edge of the page

**Marketing-** the action of promoting and selling products or services, including research and marketing

**Modular Design-** a design method that separates story elements into modular blocks

**Muckraking-** a term used to identify reporting that is geared toward exposing alleged corruption or scandal about prominent figures

## N

**News Values-** general guidelines used by media to determine story prominence

**Newsworthy-** a determination of whether or not a story idea has enough newsvalue to pursue covering

## O

**Open-ended question-** a question asked during an interview that elicits a longer thought out response that can be used as a quote in a story

**Operating System-** a component of system software that manages computer hardware and software resources and provides common services for computer programs. Application programs usually require an operating system to function.

**Orphan-** a word that is alone at the bottom of a column of text

**OSHA-** a federal agency of the United States that regulates workplace safety and health

**Outline-** a general plan giving essential features of something but not the detail

## P

**Paraphrasing-** rewriting or summarizing information provided by a source

**Peer edit-** when a colleague or classmate reviews your work to help you discover whether it is appropriate, organized and easy to read

**Photoshop-** industry standard software used for editing and manipulation of photographic imagery

**Pica-** a unit of measure used in layout and design equal to one-sixth of an inch

**Pitch-** a writer's description of a potential story to an editor

**Pixel (PPI)-** pixels per inch; the number of pixels (the basic unit of programmable color on a computer display or in a computer image) spread across the surface of a screen

**Plagiarism-** taking someone else's work and presenting it as if it is one's own

**PNG-** (Portable Network Graphics) an image file containing a bitmap of indexed colors, commonly used to store graphics for web images

**Portfolio (Digital format)-** a website that allows a user to post content on the web for others to view

**Post-Production-** the last part of a three-part cycle that typically involved editing, revision and publishing

**Pre-Production-** the beginning of a three-part cycle

that typically involves story pitching and research

**Preflight-** the process of confirming that the digital files required for the printing process are all present, valid and correctly formatted

**Principles of Design-** the principles of design consist of balance, proportion, unity, movement, repetition, rhythm, pattern and contrast

**Production-** the second part of a three-part cycle that typically involves interviewing and story assembly

**Professionalism-** conforming to the standards of a profession

**Profitability-** as assessment of a business' ability to generate earning compared to expenses and costs

**Proofreading-** careful reading to detect any errors in spelling, punctuation or grammar; it is often the last step in the production process

**Proper Exposure-** Shutter Speed, Aperture, ISO (exposure triangle)

**Publish-** to print or make completed work available digitally

**Publishing house-** a company that publishes books, magazines, brochures or other texts



**Publishing Platform-** the output selected for publishing a product; newspaper, magazine, online, mobile device

## R

**RAW-** an undisturbed photographic file format, requiring lots of storage space; referred to as “digital negative” as it is information gathered directly from a camera’s image sensor without the camera correcting any pixel data; *Canon - .CR2/Nikon - .NEF.*

**Research-** investigating and gathering information to establish facts and reach conclusions

**Resolution-** measure of the amount of detail in an image; How many pixels a monitor can display or how fine a printer can print; the maximum number of pixels that can be displayed on a monitor, expressed as (number of horizontal pixels) x (number of vertical pixels)

**Revenue-** all the money a company/organization receives

**RGB-** Red, Green & Blue

**Rule of Thirds-** an image has an imaginary grid consisting of 9 equal frames with 4 intersecting points; when using the rule of thirds the focal point in the image should be placed on one of the intersecting points

## S

**Sales-** the exchange of goods, services, etc. for money. Media sales include ad space, subscription services, etc

**Sans Serif-** a font, such as “Arial”, that has “no feet.”; often used in headlines for

**Script-** a font, such as “Alex Brush”, that resembles handwriting or calligraphy; written text for a broadcast.

**Serif-** a font, such as “Times New Roman”, that has “feet.”; often used for body text

**Shallow Depth of Field-** when the focal point in the image is sharp and in focus and the background is blurry; this is the result of a wider aperture -example f1.8 [Portrait Photography]

**Sharable files-** files that can be edited, commented on or viewed by multiple users (example: Google Drive)

**Shooting Modes-** modes available on a DSLR that change the amount of creative control the photographer has

**Shutter Priority-** (*S-Nikon, Tv-Canon*) a shooting mode that allows the photographer to control the shutter speed while the camera selects the appropriate f-stop and ISO setting

**Shutter Speed-** shutter speed will be displayed as a fraction in the camera; how fast the shutter opens and closes; the duration of light that enters the camera

**Slander-** verbally expressing a false statement of fact something not true about someone that damages one's reputation

**Slug-** a few words used to identify a story

**Soft News-** articles written about lighter topics like human interest, celebrities or entertainment/fashion

**Source-** a person, publication or website that a reporter uses to acquire information for an article.

**Stop Action-** when the subject in the image is frozen and no blur is detected; this is the result of a fast shutter speed

**Survey/Polls-** methods used to collect human research data by asking questions; a poll typically consists of one question while a survey may be a wide range of questions

## **T**

**Target Audience-** a particular group at which a film, book, advertising campaign, etc., is aimed.

**Technique-** the way in which the photographer applies tools (such as those used in Photoshop) to produce a desired effect on an image

**Text Alignment-** Flush left, flush right, centered, justified, force justified

**TIFF-** (Tagged Image File Format) a standard file format that allows storage of multiple bitmap images having different pixel depths; TIFF files are large in data size

**Tinker vs. Des Moines-** (1969) court ruling that students do not "shed their constitutional rights to freedom of expression at the schoolhouse gate." (Mary Beth Tinker and several other students wore black armbands to school to protest the Vietnam war; they were sent home from school)

**Trade Name-** is the official name under which a company does business. It is also known as a "doing business as" name, assumed name, or fictitious name. A trade name does not afford any brand name protection or provide unlimited rights for the use of that name.

**Trademark-** used to legally protect brand name, symbols, logos and slogans

**Trends (Social Media)-** a general direction of change/development in web-based communication

**Typography-** the design and use of type, the objective of which is to make text as legible and visually attractive as possible, by choosing appropriate typefaces, font sizes and attributes, but also by means of page layout

## W

**Widow-** a word that is alone at the top of a column of text

**Word spacing-** refers to the size of the space between words

**Workflow (File naming included)-** an adopted set of guidelines to assist a staff member from the beginning to the end of a product that ensures consistency across the entire staff

**Working files-** temporary files used in analyzing and preparing projects

## Y

**Yellow Journalism-** a sensationalistic form or journalism that is not based on factually accurate information, but rather, exaggerated information used to catch the attention of readers

## Z

**Zipfile -** A compressed, data-wrapped package, streamlining file transfer and storage