

Glossary

Action safe: Area that can be considered the “margin” of the television screen in that picture elements are generally kept out of this area to create a buffer around the edge of the screen so elements don’t butt up against the edge of the screen.

AIFF: An audio file format standard used for storing sound data for personal computers and other electronic audio devices.

Ambient Light: Any source of light that is not explicitly supplied by the photographer for the purpose of taking photos.

Available light: The natural and/or artificial light that already exists at a location.

Blog: Short for web log; it is a type of website or part of a website usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. “Blog” can also be used as a verb, meaning to maintain or add content to a blog.

CCD (Charge-Coupled Device): One type of camera imaging chip that converts optical images into electronic signals.

Continuity: The organization of video material into a coherent presentation.

Copyrights: The exclusive rights in literary, artistic, dramatic or musical works (including computer programs) and three other subject matters known as: performances, sound recordings and communication signals.

Creative Commons: A non-profit organization devoted to expanding the range of creative works available for others to build upon legally and to share.

Cut: The instantaneous change from one shot (image) to another.

Depth of Field: The distance range, near-to-far, within which subjects appear sharp in the image.

Digital: A recording that repeatedly samples the original continuous signal and records the numerical values of the samples, instead of the signal itself.

Digitize: To record images and sounds as numerical data, either directly in a camera or in the process of importing them to a computer.

Dissolve: A fade-in that coincides with a fade-out, so that the incoming shot gradually replaces the outgoing shot. Typically used as a transition between sequences that are fairly closely related.

Documentary: A type of nonfiction program purporting to communicate information about a real-world topic.

Embedded Media: A term used to describe animation, video, audio or other types of media that are displayed within a web page.

Industrial Design: The visual features of shape, configuration, pattern or ornament—or any combination of these features—applied to a finished article made by hand, tool or machine.

Intellectual Property: A form of creative endeavour that can be protected through a patent, trade-mark, copyright, industrial design or integrated circuit topography.

Interactive Media: A computer-driven program which gives the participant some control over what to see and how to see it as well as some opportunity to respond or have input.

Manipulated lighting: Lighting used deliberately by a photographer or videographer to produce a desired effect.

Motivated lighting: Lighting that imitates real world lighting sources at the location.

MP3: A digital sound recording; a song file.

Multiple platform: The use of two or more media types to convey an overall message.

Open Source: The practices in production and development that promote access to the end product's source materials.

Patent: A right, granted by government, to exclude others from making, using, or selling your invention in Canada.

Perspective: The simulation of depth in a two-dimensional image.

Podcast: An audio programme in a compressed digital format, delivered via an RSS feed over the Internet to a subscriber and designed for playback on computers or portable digital audio players.

Presence: A quality of poise and effectiveness that enables a performer to achieve a close relationship with his audience.

Public Domain: Works are in the public domain if they are not covered by intellectual property rights at all, if the intellectual property rights have expired, and/or if the intellectual property rights are forfeited or unclaimed.

Rule of Thirds: An aid to composition in the form of an imaginary tic-tac-toe grid superimposed on the image. Important picture components are aligned with the lines and intersections of the grid.

Social Networking: A social process consisting of individuals who are connected by one or more specific types of interdependency, such as friendship, kinship, or common interest and are generally by web based and provide means for users to interact over the internet, such as e-mail and instant messaging.

Storyboard: Program documentation in graphic panels, like a comic book, with or without dialogue, narration, stage directions, and effects.

Three-point lighting: The triangular arrangement of key, back, and fill lights. Also called the photographic principle.

Title safe: The area on a video frame that titles can be added [during editing] within which overscanning will not result in the titles being cut off or distorted by the edge of the screen.

Transmedia: Storytelling across multiple forms of media with each element making distinctive contributions to the audience's understanding of the entire story.

Two-point lighting: Arrangement of lights including a key light and a less intense fill light.

WAV: short for Waveform Audio File Format, is a Microsoft and IBM audio file format standard for storing an audio bitstream on PCs.

White Balance: The camera setting selected to compensate for the colour temperature of the light source that is illuminating the subject.

Wiki: A website that allows the easy creation and editing of any number of interlinked web pages via a web browser using a simplified markup language.