MEDIA ARTS **GLOSSARY**

360-degree video: a video where a view in every direction is recorded at the same time, often by an omnidirectional camera. Also called a spherical video. When watching the video, viewers can control which direction they view.

A

action camera: a compact camera that is mounted to a helmet, handlebars, etc., and is used to record activity while immersed in the action. It most often uses an extremely wide lens.

animation: the rapid display of a sequence of two-dimensional or three-dimensional images to create an illusion of movement.

a-roll: in video production, the primary video and audio used to tell the story. It often consists of one or more people discussing a topic or relating a narrative. (A-roll and b-roll are terms from the old days of film editing, when editors would use two rolls of identical footage — an actual a-roll and a b-roll — to create transitions between shots. With modern editing tools, there's no longer a need for two separate rolls, but the terms are still used today.)

aspect ratio: the ratio of the width to height of an image or screen, usually expressed as two numbers separated by a colon. So, 1:1 would be a square image, sometimes used in social networks and devices. The international standard ratio of HDTV is 16:9.

assistant producer/assistant director: in a film or video production, the person who helps the producer or director with a variety of production tasks such as finding resources, getting copyright permissions, setting schedules, and arranging interviews and locations.

audio engineer: in a film or video production, the person who records and manages sound during production and works with finalizing the audio in post-production.

augmented reality: the overlay of computer-generated multimedia information on top of the camera view of a scene.

B

back light: in lighting design, placing a light behind the subject and facing the viewer.

blog: an informational website consisting of diary-like text entries usually displayed in reverse order (most recent first). A vlog is a blog with video posts.

b-roll: in video production, supplemental footage used to visually support the a-roll or primary footage. B-roll often shows images that support what is being talked about in the a-roll. B-roll is also used to "cover" cuts made when an editor removes or combines parts of the a-roll footage.

boom: in film and video production, an overhead, extendable pole used to position a microphone close to the actors, but out of the shot.

breathing room: in a video image, the space in front of a person's face when recorded in profile.

C

cameraperson: in a film or video production, the person who operates cameras and related equipment to capture footage as guided by the director, ensuring the best quality video recording possible. Also called a videographer.

capture: to gather original video and/or audio through use of a camera, audio recorder, etc.

close-up shot (CU): a type of video shot in which only a single object or part of a single object is shown, filling the screen completely. Close-up shots of just a person's face are used to show the emotions of a character. Close-ups can also be used to call attention to an object important to the story.

closed captioning: a transcription in real time of the spoken word in videos. Closed captioning can be turned on or off by the viewer; in contrast, open captioning stays on.

code: programming language and instructions that a

Computer Generated Imagery (CGI): still graphics or animated visual content created using imaging software. CGI is used to produce images for such purposes as videos, visual art, anatomical modeling, architectural design, video game art, and film special effects, as well as augmented reality and virtual reality applications.

collaboration: in media arts, a joint effort to produce media products, involving the expertise of each collaborator (director, cameraperson, audio technician, etc.).

compression: reducing the number of data bits so that digital information requires less space to store or less time to transfer.

continuity: the preservation of uninterrupted flow, continuous action, or consistent detail across the scenes or components of a media artwork. Examples of lack of continuity are sudden, incongruous changes of a subject's clothing, hairstyle, or body position or the position of objects on the set. Continuity means that if something is in one position or state of being in a shot, then it needs to be in the same position or state in the next shot unless it has been purposely changed for storytelling purposes.

copyright: the legal protection of exclusive right of the creator of an original work to determine who can make copies, license and sell or otherwise use that creative work. Copyright is grounded in the U.S. Constitution and covers both published and unpublished works.

Creative Commons license: free copyright license templates offered by the nonprofit Creative Commons in order to provide a simple, standardized way for creators to give the public permission to share, reuse and build upon their works, on conditions of the creator's choosing.

cutaway shot: a type of video shot that is related to the main action but briefly leaves it, or cuts away from it, such as a reaction shot or a shot of what a subject is talking about that is not on scene.

D

diffused lighting: lighting that has been softened to be less harsh than direct lighting to create a soft, cinematic look.

digital (digital format): anything in electronic form, including photos, images, video, audio files or artwork, or anything created or presented through electronic means (e.g., a gallery of artwork viewed electronically through any device).

digital art: an artistic work or practice that uses digital technology as an essential part of the creative or presentation process. Digital art is under the larger umbrella term new media art.

digital citizenship: the ability to make ethical decisions in an online environment and use technology in a safe and responsible way, involving knowledge of accepted norms, rules, and laws, including copyright, the Creative Commons, and the sharing of media works and personal information online.

digital device: a device that stores, processes, and transmits information (audio, video, etc.) by breaking the data into numbers (ones and zeros). Hard drives, CDs (compact discs), and DVDs (digital video discs) are examples.

digital identity: the way in which one is presented, perceived, and recorded online, including the many pieces of data, like usernames, passwords, and purchasing history, that are recognized by computers. It can refer to organizations and electronic devices as well as individuals.

digital landscape: the continuous and rapid introduction of new platforms, tools, data sources, and media consumption devices (such as mobile devices and tablets), directly affecting the global economic and cultural marketplace.

digital literacy: the set of competencies required for full participation in a knowledge-based society. It includes knowledge, skills, and behaviors involving the effective use of digital devices (smartphones, tablets, laptop and desktop computers, etc.) for purposes of communication, expression, collaboration, and advocacy.

digital native: a person born or brought up during the age of digital technology and familiar with computers, internet, and digital devices from an early age. In general, it refers to those born in the 1980s or after.

director: in a film or video production, the person who guides the actual production and directs action of the talent, working closely with the producer on many aspects of the production.

dolly shot: a type of camera move in which the camera is mounted on a platform called a dolly, which is pushed on rails toward or away from the subject. It can also follow alongside a subject; in which case, it is called a "dolly with." This move can be done by safely placing the camera operator in a desk chair, wagon, or even a grocery cart. Also called a tracking shot.

drone video: video captured by camera equipment on an unmanned aerial vehicle operated by remote control.

Dutch angle: a type of video shot that combines a low angle shot with the camera tilted sideways. For example, a shot of a haunted house where the house not only looms over the viewer, but also seems off-kilter to make the viewer feel disoriented or off-balance, like on the deck of a ship in rough seas. The shot originated with German (Deutsch) filmmakers in the World War I era.

E

editor: in a film or video production, the person who combines video, audio, and graphics into a completed program ready for distribution.

elements of media arts: image, sound, space, time, motion, and sequence.

establishing shot (EST): a type of video shot, usually wide, that shows the relationship among important characters and the setting or other objects. The establishing shot can also set the mood of the scene.

experiential design: in media arts, the process of creating interactive, immersive spaces and activities for the user; it is often associated with concerts and marketing events.

extreme close-up shot (ECU): a type of video shot that shows only part of a person or a part of an object (e.g., a person's eye with a tear falling from it or a detail of a machine).

F

fair use: the permitted, limited use of copyrighted material without acquiring permission from the rights holder or holders.

field shoot: in video production, a recording that takes place outside of a formal studio.

first person view: in drone video, the technology that lets the drone operator see through goggles what the drone camera sees.

G

green screen: in video production, a technique in which the subjects in a studio are filmed in front of a green background (the green screen) and a separate background digitally replaces, or fills in, the green area, creating the final product. It is often used in TV weather forecasts, where the forecaster in the studio stands in front of a green screen that is filled in electronically with a weather map.

H

head-on shot: a type of video shot in which the action is coming straight toward the camera (e.g., a car is heading directly toward the viewer).

head room: in a video/film image, the space between the top of the head and the upper edge of the picture or television screen.

high angle shot: a type of video shot in which the camera looks down on what is being photographed and creates a point of view, such as what the principal sees as he looks down at a young student or what a person sees as she stares over the parapet of a castle.

I

image: an element of media arts that refers to what is seen within a given frame, in either a natural or constructed environment. Composition, light, and color are important aspects of an image that can be deliberately manipulated for specific expressive and communication purposes.

interactivity: in media arts, the responsiveness of a digital artwork to human input through responsive sensors, triggers, interfaces, etc.

internet art: digital artwork made on and distributed via the internet. Also referred to as net art. Often the viewer is drawn into some kind of interaction with the work of art.

K

key light: in video production, the first and most important light used to illuminate a subject.

L

lavalier microphone: a small microphone used to allow for hands-free recording; usually attached to a piece of the talent's clothing via clips.

lead room: in a video image, the space in front of a moving object or person.

legal: what is allowed by law, in user agreements, copyright, etc.

lighting technician: in a film or video production, the person who designs and uses lighting equipment to provide enough light on subjects and the set in order to get the best images and/or to set a special tone or mood.

live streaming: recording and broadcasting a video as it happens over the internet.

low-angle shot: a type of video shot in which the camera looks up at what is being photographed and creates a point of view, such as what a student sees as she stares up at the principal or the image of the castle looming over the character from ground level.

M

markets: the various commercial and informational channels and forums for media artworks, such as television, radio, internet, fine arts, nonprofit, communications, etc.

meaning: the significance or intended purpose of a media artwork.

media arts: all forms of artworks that are created through electronic media by recording sounds and/or visual images. Media arts includes film, television, radio, audio, video, the internet, interactive and mobile technologies, transmedia storytelling, and satellite streaming.

media environments: spaces, contexts, and situations where media artworks are produced and experienced, such as in theaters, production studios, and online.

media production: the creative process of conceiving, developing, and refining artistic ideas and work as well as technical production skills, such as framing and composing a shot, recording sound, editing image and sound tracks, etc.

media literacy: the ability to access, analyze, evaluate, create and act using all forms of communication, from print to video to the internet. (From the National Association for Media Literacy Education.)

media messages: information, ideas, and meaning communicated by media artworks.

medium shot (Med): a type of video shot showing the talent from waist up, or a shot of a subject or object at a medium distance from camera. This shot is at a conversational distance and is perfect for taping news anchors or people in an interview.

medium close-up shot (MCU): a type of video shot that is halfway between a medium and a close-up shot.

meme: a brief, usually humorous image or video, that spreads rapidly over the internet from one user to another and is sometimes altered by users as it spreads.

motion: an element of media arts that refers to movement. Motion is expressed through action in front of the camera, the camera itself, editing, transitions, lens zoom or focus, and animation. In photography, the illusion of motion is constructed with the shutter speed to blur the image or stop the action.

motion capture: a technique to track movement of a person or object by placing sensors on them and then using that data to create computer-animated images.

multimedia: the integration of multiple forms of media.

multimedia theater: the combination of live theater elements and digital media (sound, projections, video, etc.) into a unified production for a live audience.

N

narrative structure: the structure for a story, usually a beginning, conflict, and resolution.

natural light: the light that is naturally in a space, not augmented with electric lights.

new media art: artworks created with new technologies that enable the digital production and distribution of art, including digital art, computer graphics, computer animation, virtual art, internet art, interactive art, video games, robotics, and 3D printing.

O

one shot: a type of video shot with one person in it, usually framed as a medium close-up. Examples include shots of someone eating alone at a table or running in a marathon.

open source software: computer software for which the copyright holder freely provides the right to anyone, for any purpose, to use, study, change, and distribute the software.

overexposed shot: a video shot or photo in which the image appears washed out because of too much lighting. A desert scene in which light shines directly into the camera, or when something explodes, causing the screen to go completely white, are examples of overexposed shots.

over-the-shoulder shot: a type of video shot used in many interviews where the shot is framed as if the viewer is looking over the shoulder of someone. It makes the audience feel they are in the room where the conversation is taking place, observing or eavesdropping over someone's shoulder.

P

pan (panorama): a type of camera move in which the camera moves horizontally (left to right or vice versa) to take in a whole scene. For example, the camera might pan slowly, taking in the whole crowd to search for the person who called out.

personal aesthetic: an individually formed, idiosyncratic style or manner of expressing oneself through art; an artist's "voice."

pixel: the smallest component of a digital image; the tiny area of illumination that, when combined with others, produces a digital image.

pixel count: the total number of pixels contained in a digital image. Pixel count may be expressed as a single number (for example, 3 million pixels or 3 megapixels), or as a pair of numbers (e.g., 800 X 600), the first number referring to the number of pixels in one horizontal row of the grid, while the second number refers to the number of pixels in a vertical column. One million pixels is a megapixel.

pixelization: a visual effect whereby individual pixels can be discerned in an image.

plagiarism: the act of reproducing someone else's work and presenting it as one's own; also, incorporating into one's work material that was borrowed from another's work without permission or acknowledgement of the original source.

podcast: an episodic series of audio files; they are often distributed via the internet by subscription and are downloaded for listening. When visual media is included in a podcast, it is usually called a video podcast.

point-of-view shot (POV): a type of video shot in which the camera is used to show a scene through a character's eyes or another observer's perspective. Any point-of-view shot takes the viewer out of the role of bystander and vicariously puts the viewer into the action.

pre-production: the planning phase of the media product creation process, including the development of a clear topic through research and writing and the creation of a script or a storyboard to guide the rest of the production.

post-production: the phase of the media product creation process in which the recorded media is assembled into one cohesive production. Editing is the dominant component of the post-production process. Preparations made during the pre-production phase will serve as a road map for completion of the product.

producer: in a video or film production, the person who oversees the project, guides the main idea, and works with the director to make sure the story gets told. The producer—as the supervisor of the director, the associate producers, the production assistants, and the technical crew—has the ultimate responsibility for the project.

production: the phase of the media product creation process in which the video and audio are recorded. The script or storyboard will serve as a blueprint for the entire production process to help the crew efficiently record video and audio to use in post-production.

production processes: the diverse processes, procedures, or steps used to carry out the construction of a media artwork. (for example, the processes of prototyping, playtesting, and architecture construction in video game design).

prototype: a testable version, sketch, or model of a media artwork created in order to inform the final version.

R

rack focus: a camera technique of first focusing on one subject in a scene and then changing the depth of field to focus on something behind, or in front of, the original subject. For example, an alarm clock is in focus in the foreground with everything beyond it out of focus. The alarm sounds and we see it go out of focus, and the person rising from sleep beyond the clock then comes into sharp focus. Also called selective focus.

reaction shot: a type of video shot that shows a close-up of someone reacting to something.

responsible use: when using technology, the application of a normal standard of academic integrity, polite conduct, and respect for the rights and privacy of others. It includes use of anti-virus software and prevention of the spread of viruses and malware, as well as the expectation to act responsibly and abide by all state and federal laws. (From the New York State Media Arts Glossary.)

reverse angle shot: a type of video shot that is from the opposite angle as the one before it. For example, in the first shot, the character is looking in the refrigerator. In the second shot, the camera is positioned in the refrigerator looking out at the character making a snack selection.

rule of thirds: an approach to framing a photograph or video shot in which the image in the viewfinder is divided into horizontal and vertical thirds (like placing a tic-tac-toe grid over it) and a key part of the image is positioned on one of the intersecting points. This keeps the picture interesting and creates a balanced image.

S

script: the written text or narrative of a film, video, or other media product.

selective focus: a camera technique of first focusing on one subject in a scene and then changing the depth of field to focus on something behind, or in front of, the original subject. For example, an alarm clock is in focus in the foreground with everything beyond it out of

focus. The alarm sounds and we see it go out of focus, and the person rising from sleep beyond the clock then comes into sharp focus. Also called rack focus.

sequence: an element of media arts that refers to the ordering of images and sounds in the process of scripting, capturing, and editing.

set designer: in a film or video production, the person who designs and oversees the creation of sets and staging areas where action is recorded.

shot: a single, continuous take made by a single camera. It can also refer to the range of a camera's view or a single film frame (such as a still image).

shot list: a list of exactly what will occur and what will be used in each shot or scene of a film or video production, used as a planning tool and guide for the crew.

shotgun microphone: a directional microphone that must be pointed directly at the sound source for proper recording. It gets its name because the body of the microphone is shaped like the barrel of a shotgun, and just like a shotgun, the microphone must be aimed or pointed directly at its target source in order to effectively pick it up.

side light: light at the side of the subject being photographed or filmed; it gives a more dramatic look than front lighting and brings out texture and depth.

social media: websites, applications, and other computer-based platforms that enable users to create and share content and ideas or to participate in social interaction and networking.

sound: an element of media arts that refers to what is heard (for example, dialogue, music, voiceover, and sound effects). Sound has five basic functions: information, outer orientation (environment), inner orientation (mood), energy (emotion), and structure. The formal elements of audio are volume, mix, density, rhythm, tempo, spatial acoustics, and pitch. (From the New York State Media Arts Glossary.)

soundscape: the overall sounds heard in a specific location or environment.

space: an element of media arts referring to distances between, within, or around elements. Space in an image is structured by aspect ratio (frame dimension), the object and its size, and image size. Space is defined by the direction and movement of the lines in the composition within the frame, object framing, and balance. Height, width, and depth are created through the use of camera position and action. Depth can be manipulated through the characteristics of lenses, motion within the frame, graphics, and text. The sense of space can be modified by manipulating sound. (From the New York State Media Arts Glossary.)

stop-motion animation: technique where objects in a scene are moved incrementally between individual frames so that when the sequence of images is played back rapidly, it creates the illusion that the objects are moving.

storyboard: a series of illustrations that depicts the shots planned for a scene or sequence of scenes in a film or video production; such illustrations typically show camera angles and may include directions and dialogue.

T

talent: in a film or video production, the on-camera host, anchor, or actor who speaks on camera or delivers lines and acts in character, following the director's cues.

technological: refers to the mechanical aspects and contexts of media arts production, including hardware, software, networks, code, etc.

theme: a main idea or an underlying meaning of a work or collection of works.

three-point lighting: in video production, a standard lighting technique that uses three lights—a key light to directly illuminate the subject (but usually placed a little to one side), a fill light placed to the other side to "fill in" the dark side of the subject to add shadow or more detail, and a back light placed behind the subject and pointed at the back of their neck and high enough to be out of frame.

tilt: a type of camera move in which the camera moves vertically up or down to take in a scene or object from top to bottom or vice versa. For example, the camera shows enormous boots and then tilts up to reveal the giant that fills them.

time: an element of media arts that refers to the pace and duration of a work (slower or faster, consistent or varied). In video, the viewer's experience of the passage of time is determined through the pace designed by video capturing and editing. In photography, time is controlled with the use of the shutter speed. In audio, rhythm and tempo are manipulated to construct meaning. In interactive media, the experience of time is individualized because users select what to pay attention to and make connections as they experience the work.

time-based media art: film, video, audio, and software-based artworks that viewers experience as they unfold over time; art that has the dimension of time, or duration.

tracking shot: a type of camera move in which the camera is mounted on a platform called a dolly, which is pushed on rails toward or away from the subject. It can also follow alongside a subject; in which case, it is called a "dolly with." This move can be done by safely placing the camera operator in a desk chair, wagon, or even a grocery cart. Also called a dolly shot.

transmedia production: communicating a narrative over multiple media platforms, while adapting the style and structure of each story component to the unique qualities of the platforms.

tripod: in photography, film, and video production, a portable three-legged frame or stand that is used to hold and stabilize the camera or other recording device.

trucking (crabbing): a type of camera move in which a tracking shot moves from side to side instead of toward or away from the subject.

two shot: a type of video shot with two people in it, usually framed as a medium close-up. This is a typical conversation shot between two people, such as a couple sitting together having a conversation on a park bench.

U

underexposed shot: a type of video shot or photo in which the image is darker because of insufficient lighting. Shots in horror films are good examples, such as the lighting in a haunted house or a midnight chase through the cemetery.

V

venue: place or setting for a media art exhibition, either a physical space or a virtual environment.

video art: an art form that relies on moving pictures in a visual and audio medium. Video art can take many forms, including recordings that are broadcast, installations viewed in galleries or museums, works streamed online, works distributed as DVDs or videotapes, and performances that may incorporate one or more television sets, video monitors, and projections of live or recorded images and sounds.

video game art: the visual elements a gamer sees when playing a video game, such as characters, environment, etc.

videographer: in a film or video production, the person who operates cameras, tripods, and related equipment and tells a story visually as guided by director. He or she ensures the best quality video recording possible. Also called a cameraperson.

virtual reality: an immersive experience in a computer-generated, three-dimensional environment, often including customized sounds and tactile sensations. By wearing special goggles and sometimes handheld tools, users can manipulate objects and explore the space while feeling as if they were in that world.

voiceover: a production technique using a voice to provide commentary or narrative over the images or performance.

W

webcast: to use the internet to broadcast live or recorded video and/or audio.

whip pan: a type of camera move in which the camera moves quickly over a scene. Panning too fast across a scene will cause the image to have a blurred, streaked look. In most instances this is to be avoided. However, a whip pan can be used effectively as a transition between shots to show a passage of time or a very fast pace of action, such as in action/adventure movies.

wide shot (WS): a type of video shot taken from a distance to show a landscape, building, or large crowd. Wide shots are often used as establishing shots at the beginning of a scene.

writer: in a film or video production, the person who writes scripts, storyboards, and/or support and promotional materials.

Z

zolly (push-pull, trombone): a type of camera move in which the camera zooms out from the subject while at the same time dollying toward it. The term is a combination of the words zoom and dolly. This has a dizzying, disconcerting effect on the viewer. The classic example of this move is in the Alfred Hitchcock film *Vertigo*, where it was first used.

zoom: a type of camera move in which the camera doesn't move, but the appearance of movement is achieved with a telephoto lens, which allows the distance between the camera and the object being recorded to change during the same shot. The camera can zoom in to get closer to an object, or it can zoom out by pulling back from an object.