

# A-Z OF VIDEO PRODUCTION



“Our team is here to guide you through every step”

## INTRODUCTION

Video technology has come along way since the days of VHS and analogue television — and it’s evolving at an ever increasing rate! The video production industry is becoming more advanced and can offer endless possibilities. With the latest technology at our finger tips, there are many different avenues we can explore, from creative styles to distribution methods.



It’s an exciting time to be investing in video, but if you’re unfamiliar with the process, it can be a little overwhelming! Every video production involves an array of equipment, computer software, and administrative procedures.

Our team is here to guide you through every step to ensure your video project is stress-free — and, hopefully, enjoyable too! We’ve also put together this simple reference guide to help you decode any unfamiliar terminology in a flash.

# 0+

## 2D

An image (such as a graphic or an animated object) that has only height and width dimensions.

## 3D

An image (such as a graphic or an animated object) that has, or appears to have, the dimension of depth as well as width and height.

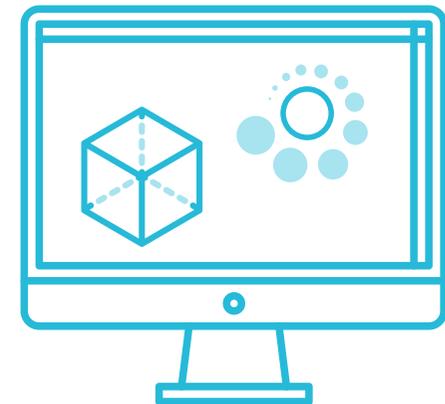
## 3D VISUALISATION

A 3D computer generated model of an object — such as a product or building.

## 4K

(ALSO KNOWN AS:  
ULTRA-HIGH DEFINITION)

A video resolution of 3840 x 2160 pixels (exactly four times higher than Full High Definition).



# A

## **ACCOUNT MANAGER**

An individual responsible for the management of sales and relationships with clients.

## **ACTOR**

An individual who takes on a role in a video production.

- Background actor: Appears in a non-speaking role, usually in the background.
- Walk-on actor: Plays a small role, speaking very few or no lines.
- Performance actor: Plays the role of a prominent character.

## **AFTER EFFECTS**

Software used primarily for creating motion graphics and visual effects.

## **ALPHA CHANNEL**

Defines areas of transparency in an image.

## **ANIMATION**

The method of creating a video by using a series of drawings, computer graphics, or photographs of objects.

## **ASPECT RATIO**

The proportions of a video expressed in the form of a ratio (width:height). The most common aspect ratios are 16:9 (widescreen) and 4:3 (older television screens).

## **ASSISTANT DIRECTOR (AD)**

An individual who assists the director in the day-to-day management of cast and crew.

## **AUDIO SYNC**

The process of ensuring that the audio and visual elements of a video are synchronised.

## **AUGMENTED REALITY (AR)**

Technology that superimposes computer-generated images on the user's view of the real world.

# B

## **BESPOKE**

Created from scratch to the client's given specifications.

## **BRANDING**

The consistent theme, symbols and designs that represent a company or product.

## **BRIEF**

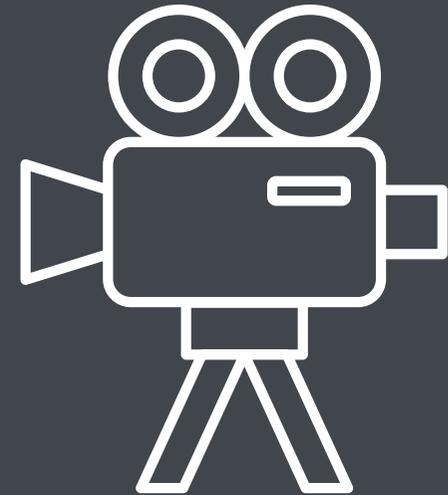
An overview of a video project, including information such as intended audience, core message, deadline and budget.

## **B-ROLL**

Supplemental footage that provides additional information and details. For example, the footage used to cut away from an interview to help tell the story.

## **BUDGET**

The funds allocated by the client for a video project.



# C<sup>1</sup>

## **CAD FILES**

A file format used by 2D and 3D design software.

## **CALL TO ACTION**

A message urging the viewer to take action, such as “click here” or “call now”.

## **CAPTIONS**

**(ALSO KNOWN AS: SUBTITLES)**

Text displaying the spoken part of a video to aid those with hearing impairments or those who choose to watch a video without audio.

## **CASTING**

The process of choosing actors to play various roles in a live-action video.

## **CHROMA KEYING**

**(ALSO KNOWN AS: GREEN SCREENING)**

The process in which a green or blue screen is used behind the subject during filming. In the edit, the coloured background is replaced with other footage.

## **CINEMAGRAPH**

A still photograph in which minor repeated movements occur, forming a video clip.

## **CINEMATOGRAPHER**

**(ALSO KNOWN AS: DIRECTOR OF PHOTOGRAPHY)**

The individual who oversees the camera work and technical aspects of the production to help the director achieve their creative vision.

## **CLAPPERBOARD**

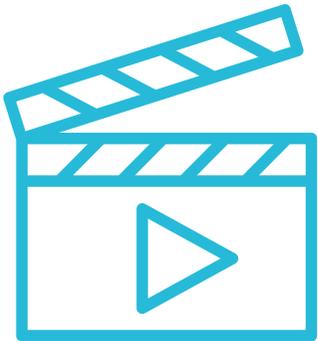
A device used to assist in the synchronisation of picture and sound.

## **CLEARCAST**

An organisation that approves television ads for broadcasting.

## **CLOCK NUMBER**

A unique alphanumeric identification number used by Clearcast to identify a TV advertisement and its creator.



# C<sup>2</sup>

## **CODEC**

Encodes large video files for transmission and storage or decodes encoded files for playback or editing.

## **COLOUR CORRECTION**

Altering the colours present in a video to achieve the desired aesthetic.

## **COPYRIGHT**

A legal means of protecting intellectual property (an original creation, such as a video) from unauthorised duplication.

## **CONCEPT**

The creative direction, idea and primary message around which a video is produced.

## **CORPORATE FILM**

An umbrella term used to define all video communications used for internal or external corporate messaging.

## **CREATIVE**

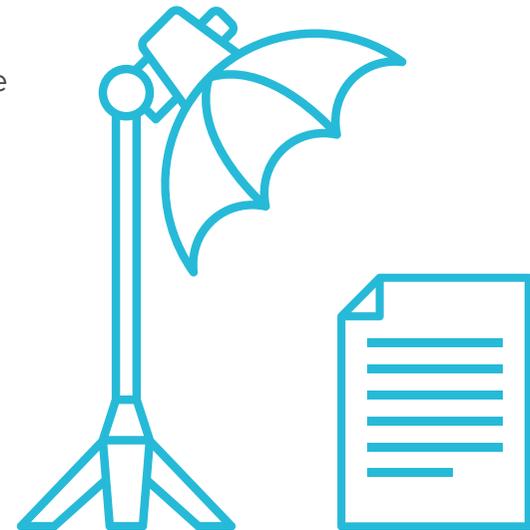
Relating to or involving the use of the imagination or original ideas to create something.

## **CREW**

The group of people involved in the practical and technical business of producing a video.

## **CUTAWAYS**

The interruption of one continuous shot by inserting a shot of something else.



# D

## **DAVINCI RESOLVE**

Software used for colour correction.

## **DEPTH OF FIELD**

The zone within in a video that will appear in focus.

## **DIGITAL DISTRIBUTION**

The distribution of content via a digital delivery medium (such as the internet), bypassing physical distribution methods (such as DVDs and CDs).

## **DIGITAL IMAGING TECHNICIAN (DIT)**

An individual who works directly with the cinematographer. They are responsible for image quality control and on-set colour correction.

## **DIRECT RESPONSE TV**

Television advertising that asks consumers to respond directly to the company — usually by phone or via a web site.

## **DIRECTOR**

The individual who manages the entire video production, and supervises the actors and technical crew.

## **DIRECTOR OF PHOTOGRAPHY (ALSO KNOWN AS: CINEMATOGRAPHER)**

The individual who oversees the camera work and technical aspects of the production to help the director achieve their creative vision.

## **DOCUMENTARY**

A film that provides a factual report on a particular subject or event — often including interviews or footage of the people involved.

## **DRONE**

An unmanned aircraft used to capture aerial shots.

## **DSLR (DIGITAL SINGLE LENS REFLEX)**

An advanced digital camera that provides high-level image quality, performance levels, and manual control options.

## **DUBBING**

A post-production process in which additional recordings are mixed with original production sound to create a finished soundtrack.

# E

## **EDITING**

The post-production process of piecing together the various layers of raw footage and audio to create a cohesive video.

## **EXPLAINER VIDEO**

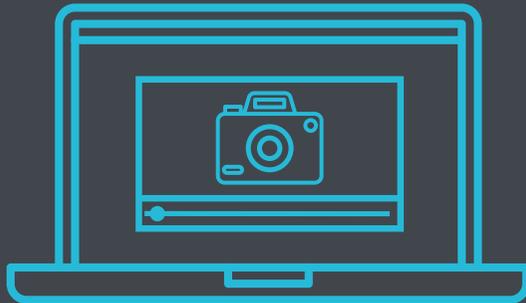
A short animated video used to introduce and explain a brand, product or concept.

## **EXPOSURE**

Determines how light or dark a video will appear when captured by the camera.

## **EXPORT**

The software process in which a final video project is saved in the desired format for distribution.



# F

## **FILMING**

The process of shooting scripted scenes and capturing the raw footage used to create the final video.

## **FIRST DRAFT**

The preliminary version of a project, which will be refined and perfected to create the final version.

## **FLY-ON-THE-WALL**

A style of documentary film in which events are allowed to unfold naturally and are filmed candidly.

## **FOLEY**

The production of sound effects that will be added to the video in post-production.

## **FRAME COMPOSITION**

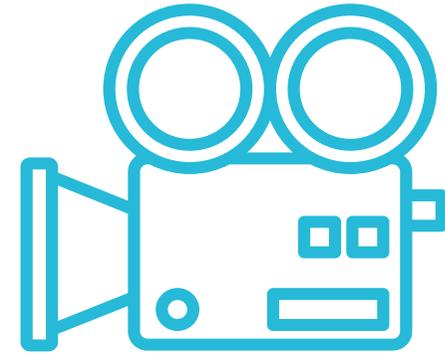
The way in which the elements of the scene are arranged in a shot.

## **FRAME RATE**

The frequency at which the individual frames in a video are captured and displayed.

## **FULL FRAME**

A digital camera with a large image sensor, equivalent to a 35mm film frame.



# G

## **GAFFER**

The head electrician, responsible for the execution of the lighting plan for a production.

## **GIMBAL**

A device used to stabilise a camera and compensate for unwanted camera movement.

## **GRAPHIC DESIGN**

The art of designing visual and textual content to illustrate ideas.

## **GREEN SCREEN (ALSO KNOWN AS: CHROMA KEYING)**

The process in which a green or blue screen is used behind the subject during filming. In the edit, the coloured background is replaced with other footage.

## **GRIP**

An individual who works closely with the camera department, building and maintaining all camera equipment and helping to position equipment smoothly and safely.



# H

## **H264 (ALSO KNOWN AS MPEG-4 AVC (ADVANCED VIDEO CODING))**

A video compression standard that delivers a smaller file without diminishing quality.

## **HDMI**

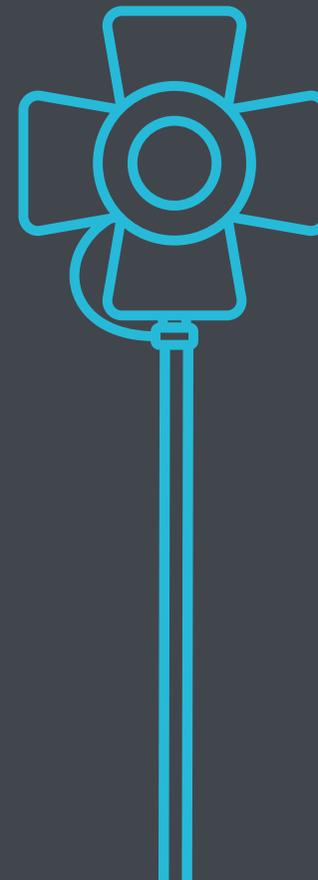
A digital interface that transmits audio and video data (including high-definition) through a single cable.

## **HIGH DEFINITION (HD)**

A video resolution of either 1230 x 720 pixels (720p HD) or 1920 x 1080 pixels (Full HD).

## **HMI LIGHTING**

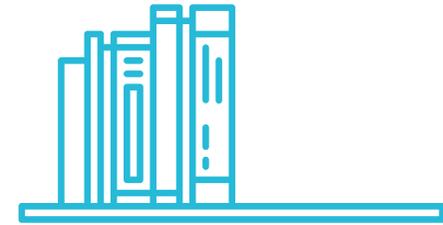
A flicker-free light source used during filming, perfect for use with digital cameras.



# I

## **INFOMERCIAL**

A video that promotes a product in an informative and objective style.



# J

## **JIB**

A camera crane used for getting high shots or shots which need to move a great distance horizontally or vertically.

## **JUMP-CUT**

An abrupt transition between two shots which are very similar to each other and contain the same subject.



# K

## **KEY FRAMING**

A single frame in a video sequence used as a reference point for transitions.

# L

## **LENS**

Used in conjunction with a camera body to capture images. Different lenses are used to create different effects.

## **LIGHTING**

The use of different light sources — both artificial and natural — during filming to achieve the desired for a video.

## **LIVESTREAM**

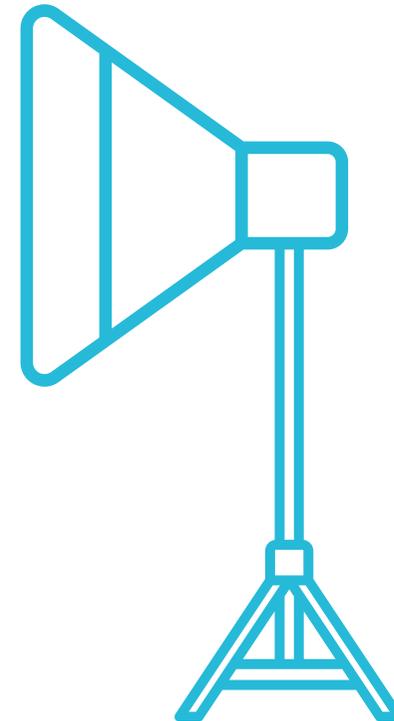
Video content broadcasted live on the internet.

## **LOCATION**

A place where some or all of a video is produced, in addition to or instead of using a studio.

## **LOWER THIRD**

Text positioned on the lower third of a video, displaying a call-to-action or other additional information.



# M

## **MAKE-UP ARTIST**

The individual responsible for applying makeup to actors or models.

## **MODELLING**

Constructing a 3D computer generated model of an object — such as a product or building.

## **MOTION GRAPHICS**

Animated graphic designs — often including text and images — used in a video to illustrate information or ideas.

## **.MOV**

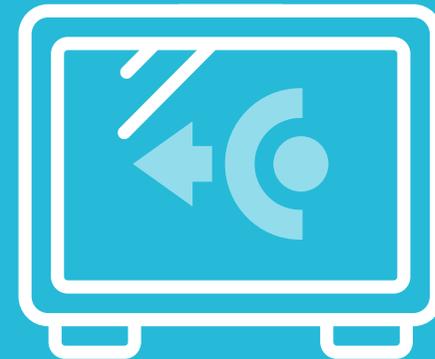
A video format used by Apple's video software Quicktime.

## **.MP4**

A highly compatible and widely used video format, perfect for internet use.

## **MUSIC LICENSING**

Acquiring legal permission to use copyrighted music in a video.



# N

## **NARRATIVE**

The main storyline that runs through a video or film.

## **NON-LINEAR EDITING (NLE)**

A digital video editing method that allows you to access, edit and rearrange any frame in a digital video clip regardless of its sequence in the clip.

# O

## **OFFLINE EDITING**

An editing process in which proxy footage (low-quality, high-performance footage) is used temporarily to create a video edit. This is done to avoid putting unnecessary strain on the editing system.

## **ONLINE EDITING**

An editing process in which any proxy footage used in offline editing is replaced with original raw footage in order to export a high-quality deliverable.

## **ON-LOCATION**

The production team is engaged in filming at a location away from the studio.



# P

## **PAL**

An analogue television encoding system most commonly used in television broadcasting systems that are yet to convert to a digital system.

## **PAYMENT TERMS**

The terms or conditions concerning the payment of a project. For example, when payment is expected.

## **PIXEL**

The smallest unit of colour on a display screen or digital image.

## **POINT-OF-SALE TV (POS TV)**

A promotional video displayed on a television at the point-of-sale — in a shop, for example.

## **POINT OF VIEW (POV)**

The perspective from which the scene is filmed.

## **POST-PRODUCTION**

All stages of production occurring after filming has taken place, such as editing.

## **PREMIERE PRO**

The industry-leading software for non-linear video editing.

## **PRE-PRODUCTION**

All stages of production occurring prior to the filming stage, such as scriptwriting and storyboarding.

## **PRE-VISUALISATION**

The act of visualising scenes before filming — often applied to techniques such as storyboarding.

## **PRODUCER**

The individual responsible for the financial and managerial aspects of the video production.

## **PRODUCTION DESIGNER**

The individual responsible for the overall visual look of the filming location or studio.

## **PROPOSAL**

A plan or suggestion put forward for consideration by the client, usually in a formal written format.

# Q

## **QUALITY CONTROL (QC)**

The process of ensuring that the final project is of a high standard and meets the requirements of the client.

## **QUICKTIME**

Multimedia software used for creating and storing sound, graphics, and movie (.mov) files.

## **QUOTE**

The estimated cost of a video project.



# R

## **RADIO MIC**

A wireless microphone that includes a radio transmitter so that the user can move around freely — often attaches discretely to clothing.

## **RAW FOOTAGE**

The unprocessed and unrefined data captured by a camera. Shooting raw footage allows more opportunity for modification as the footage remains as it was captured, retaining all details, colours and lighting.

## **RECCE**

Visiting a location prior to filming to determine its suitability for shooting, including access to necessary facilities and assessment of any potential lighting or sound issues.

## **RENDERING**

An automatic process completed by animation software in which it takes the various components, variables, and actions in an animated scene and builds the final viewable result.

## **RESEARCH & DEVELOPMENT (R&D)**

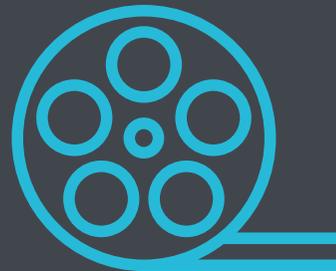
The work directed towards the innovation and improvement of the video production process.

## **RESOLUTION**

The number of horizontal and vertical pixels on a display screen, digital image or video. High-resolution videos or images are, generally speaking, sharper and more detailed.

## **REVISIONS**

Changes made to correct or improve a project.



# S<sup>1</sup>

## **SAFE AREA**

The area within a video that can be seen on all television screens.

## **SCENE**

Every video can be divided into separate scenes in which the action stays in one location for a continuous period of time.

## **SCRIPT**

A document that outlines a video in chronological order, including dialogue and directions for the cast and crew.

## **SHOT LIST**

A document that lists and describes each shot to be filmed as part of the video production.

## **SHOWREEL**

A short video showing examples of the work of an actor, director or video production company.

## **SLOW MOTION**

Displaying a video or a portion of a video slower than it was recorded.

## **SOUND EFFECTS**

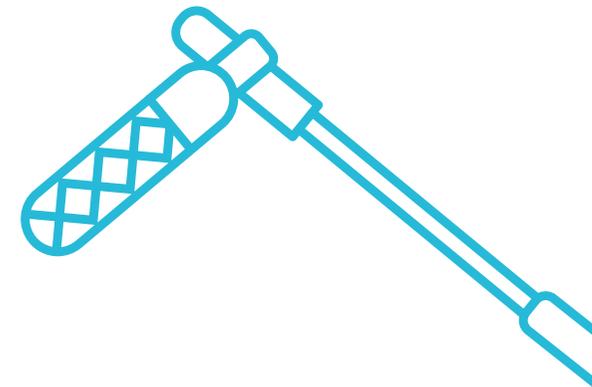
A sound — other than speech or music — created artificially for use in a video production.

## **SOUND MIXING**

A post-production process in which all the recorded audio is edited, adjusted and combined into one soundtrack.

## **SOUND RECORDIST**

The individual responsible for recording all audio during the filming stage of a video production.



# S<sup>2</sup>

## **SOUNDTRACK**

The sound and/or musical accompaniment of a video.

## **STORYBOARD**

A sequence of drawings representing the shots planned for a video production.

## **STUDIO**

**(ALSO KNOWN AS: SET BUILD)**

A room designed specifically for filming films and videos.

## **SUBTITLES**

**(ALSO KNOWN AS: CAPTIONS)**

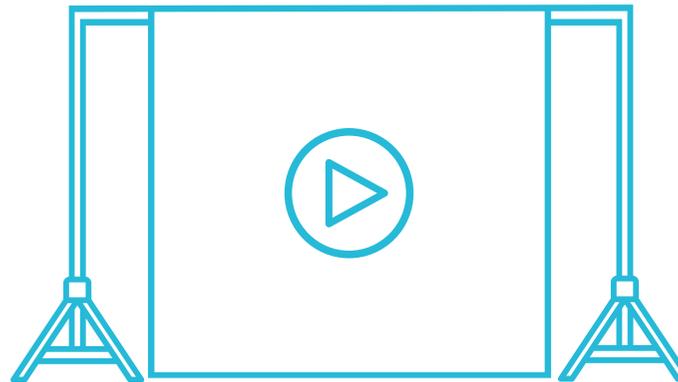
Text displaying the spoken part of a video to aid those with hearing impairments or those who choose to watch a video without audio.

## **SUPERS**

The “small print” superimposed onto television adverts to provide additional information — often for legal purposes.

## **SYNOPSIS**

A brief summary or outline of a video production.



# T

## **TALKING HEAD**

A closeup of a person who is talking or being interviewed.

## **TELEVISION VIEWER RATINGS (TVRS)**

The measure of the popularity of a television programme, commercial break or advertisement by comparing its audience to the population as a whole.

## **TESTIMONIAL VIDEO**

A video in which customers share their experiences surrounding a product or company.

## **TEXTURING**

Adding surface textures to computer generated characters, environments, and props.

## **TIMECODE**

The signal recorded with a video that identifies every individual frame using a time stamp in hours, minutes, seconds, and frames.

## **TIMELINE**

An interface found in most video editing programs that enables the user to organise video and audio clips in a chronological, linear fashion.

## **TRACK & DOLLY**

A wheeled cart or similar device used to create smooth horizontal camera movements.

## **TREATMENT**

A longer and more detailed synopsis of a video, containing additional information such as directorial style.

## **TRIPOD**

A three-legged stand for supporting a camera or other equipment.



# U

## **ULTRA-HIGH DEFINITION (4K UHD)**

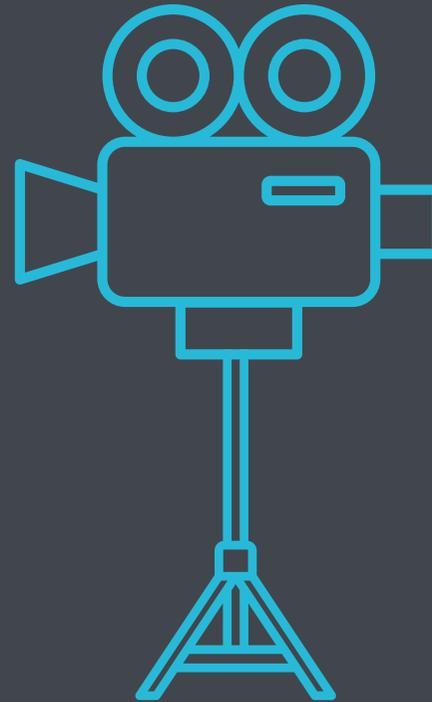
A video resolution of 3840 x 2160 pixels (exactly four times higher than Full High Definition).

## **UPLOAD**

Transferring data or files from a computer to a central computer or website.

## **USAGE FEES**

An additional fee payable to voice artists or actors for the ongoing use of their voice recording.



# V

## **VIDEOGRAPHY**

The process or art of capturing moving images.

## **VIDEO PRODUCTION**

The entire process of making a video, from pre-production to filming to post-production.

## **VIDEO PRODUCTION AGREEMENT (VPA)**

A contract in which a business commissions a production company to produce a video.

## **VIMEO**

A video-sharing website in which users can upload, share and view videos.

## **VIRTUAL REALITY (VR)**

A computer-generated simulation of an environment that can be viewed using special electronic equipment — such as a head mounted display.

## **VISION MIXING**

The process of selecting, manipulating and compositing different video sources — often used in live television or in linear video editing.

## **VISUAL EFFECTS (VFX)**

Any effects added to a video in post-production that could not be accomplished during live-action shooting.

## **VISUAL SPECIFICATION DOCUMENT (VSD)**

A document used in the editing process which outlines the elements required for each shot.

## **VOICE OVER (VO)**

A production technique in which the voice of an off-screen narrator is used to provide additional information.

## **VOX POP**

A video consisting of a series of short interviews with ordinary members of the public.

# W

## **WORKFLOW**

The series of tasks necessary to complete a project.

# Y

## **YOUTUBE**

A popular video-sharing website in which users can upload, share and view videos.





**Wakefield Office**

 0113 403 2037

 Project House  
581A Leeds Road  
Outwood  
Wakefield WF1 2JL

 [info@stadavideo.co.uk](mailto:info@stadavideo.co.uk)

**London Office**

 0203 026 5630

2C Trinity St  
London SE1 1DB