



The Essential Video Production Glossary for Marketers

Communicate effectively with a video production team using these essential production terms.

Personnel

The roles and responsibilities of members of a production crew.

Producer

The producer is the client's main point-of-contact over the life of a production. A video producer shapes the video's concept, and is then responsible for all aspects of the execution of the video. This includes hiring the crew, scheduling talent, finding and securing locations, props and anything else needed to support the content of the shoot. In post-production, the producer supervises an editor on the final project. On small productions, a producer will direct talent on set.

Director of Photography

A "DP," or DoP," determines the most appropriate way to light and frame the camera on a scene. The DP will also be the one videotaping during the shoot.

Director

When the content and scope of a video become large and complex, a video director directs all aspects of the production shoot. This includes directing crew, actors, and talent on set.

Audio Engineer

An audio engineer, or "A1," is in charge of obtaining all location sound while on set. The audio engineer will "mic" (put a microphone on) talent individually and also use a "boom" mic to get ambient sound. The audio engineer constantly checks the sound quality during recording.

Editor

Under the direction of a producer or writer, an editor takes the footage from a production shoot and compiles sequences using digital editing systems and software like Final Cut Pro or Premiere.

BOSTON, MA - HQ

617-340-4100

1230 Washington Street

West Newton, MA 02465

BOSTON, MA – DOWNTOWN

617-340-4100

10 Liberty Square

Boston, MA 02109

PHILADELPHIA, PA

215-940-3000

1524 Delancey Street

Philadelphia, PA 19102

BALTIMORE, MD

443-524-8000

10 North Calvert Street

Baltimore, MD 21200

MANCHESTER, NH

617-340-4100

11 St. Anselm Drive

Manchester, NH 03102

WASHINGTON, DC

617-340-4100

1619 Massachusetts Ave

Washington, DC 20036

Terminology and Equipment

Technical terms for gear and shooting techniques.

Pre-Production

Pre-production, also commonly referred to as “pre-pro,” is the process of preparing for a production. It encompasses the budgeting, scripting, and planning behind all production elements, and ends when shooting commences.

Post-Production

Post-production, also commonly referred to as just “post,” is the term for all stages following a production shoot. It encompasses media management of raw footage files, storage, and all aspects of the edit.

Frame or Framing

A frame refers to a composed shot. The director of photography determines the framing of a particular shot, or the composition of desired content, camera angle, and exposure that fills the camera’s viewfinder.

Over the Shoulder (OTS) Framing

An OTS frame positions the subject off to one side leaving room over the subject’s shoulder for graphics. Often used in news-style videos.

Close Up

Often abbreviated as “CU,” a close up refers to a tightly framed camera shot where the subject appears very close. Other commonly used phrases are (ECU) or (XCU) which refer to “extreme close ups,” where the camera is zoomed all the way onto the subject.

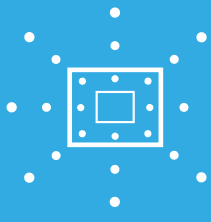
Medium Shot

Often abbreviated as “MS,” a medium shot refers to a framed camera shot where the subject is at a medium distance from the camera. MS shots fall anywhere between a close up (CU) and a long shot (LS) and typically include the subject from the waist up (or a “head and shoulders shot”).

Wide Shot

Often abbreviated as “WS,” a wide shot refers to a framed camera shot where the subject is positioned far from the camera. WS shots show a large perspective of the subject and surrounding environment.





Deep Depth of Field

Often abbreviated as “DoF,” the depth of field refers to the camera lens and how much data is in focus in a certain frame. Deep depth of field, or deep focus as it’s sometimes called, refers to a frame where both the subject in the foreground and everything in the background are in focus.



Shallow Depth of Field

A shallow depth of field refers to a frame where the subject in the foreground is in focus while everything in the background is out of focus.



Eyeline

The eyeline of a subject refers to where that person is looking while they are on camera. A person’s eyeline can be slightly off camera looking at person interviewing or it could be direct to camera.



Headroom

The headroom refers to how much space is between the top of a subject’s head and the top of the frame.



Boom Microphone

Commonly just referred to as the “boom,” this is a large microphone that has an adjustable extension. It allows the audio engineer to obtain location sound sometimes including talent speaking on camera.

Lavalier Microphone

A lavalier or “lav” microphone is a small microphone that clips onto a subject’s clothing. It’s small enough to be minimally visible and can come wireless or connected via cables.

Flat Lighting

Flat lighting refers to a lighting set-up where there are no shadows, highlights or contrast on the person or subject being filmed.

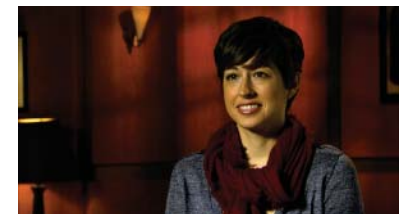


Fill Light

A fill light refers to a supplemental light that illuminates a subject being filmed from one side. Usually a soft light that creates minimal shadows, a fill light is often used to minimize shadows created by the key light.

Key Light

A key light is the principal light source on a subject.



Modeled Lighting

Modeled lighting refers to an interview lighting set-up where there are soft shadows on one side of the subject’s face, creating a pleasant, warm effect.



Pan

A pan is a term in photography for moving the camera left to right (or vice versa) on a horizontal plane. A camera might “pan left to right” following the action of a person walking on screen.

Tilt

A tilt is a term in photography for moving the camera from high to low (or vice versa) on a vertical plane. A camera might “tilt up” following the action of a bird flying higher in the sky.

Wide-Angle Lens

A wide-angle lens allows a photographer to capture a wider frame than most lenses, due to its small focal length, or the distance between the lens and the subject being filmed. This lens is typically used for landscape or architectural photography.

White Balance

White balance is a term for an adjustment made to the camera prior to shooting. Essentially, you are telling the camera what white looks like under the light setting created by the director of photography. This ensures the colors of all images will be recorded in their truest form.

Zoom

A zoom is a camera move where the frame either shrinks or widens around a subject being filmed. To “zoom in” is to gradually fill the frame with the subject only, appearing to get larger in frame. To “zoom out” is to gradually increase the space around the subject as the subject appears to grow smaller in frame.



About VideoLink

VideoLink is a full service video production company with expertise in live TV, complex video productions, on-site video studios and advanced video transmission services. To learn more about VideoLink and how we help clients create video and use it wisely, contact us at 617-340-4100, visit us www.videolink.tv or follow us @VideoLinkLLC.