Site: **QTL/ExplorNet Moodle**
Course: **C. Councill Digital Media 1 2018 (councilldm1)**
Glossary: **DM 1 Glossary**

.

.AAC/.M4A

Standard file format for Apple Computers, higher quality sound than .MP3, standard file format used by mobile devices

.AI

Native file type used by Adobe Illustrator, allows for future editing

.AVI

Standard video format for Microsoft PCs

.FLA

Native project file used by Adobe Flash which preserves the project's layers, scenes, and library for future editing

.FLV

Video format that uses the Adobe Flash Player code for playback, common format for embedded video on the internet

.GIF

Indexed color format (256 colors) which supports simple transparency layer

.JPEG

Most common graphic file format, full color graphic format (16.7 million colors) with a relatively small file size

.MIDI

Musical Instrument Digital Interface, standard file format used by digital instruments (keyboards, guitars, etc.)

.MOV

Uses the Quicktime player for video playback, standard video format for Apple computers

.MP3

Most popular audio file format, standard for downloading and storing music, commonly used for streaming over the Internet

.MPEG-2

Format used for DVDs

.MPEG-4

Format used for Blu-Ray Discs (better quality than MPEG-2), standard for streaming videos over the Internet

.PNG

Supports advanced transparency with a relatively average file size, can be interlaced, optimizing for internet use

.PSD

Native file type used by Adobe Photoshop, does not compress layers of a design, allowing for future editing

.SVG

An XML-based vector image format for two-dimensional graphics with support for interactivity and animation

.SWC

Contain the project Adobe Animate components, including a compiled movie clip, ActionScript code, and any assets that the component requires

.SWF

Formerly standard animation format for use on the Internet, can support frame-based or vector animation, supports ActionScript coding, allowing for user interactivity

.TIFF

Versatile graphic file type that can use a variety of color formats, works best for desktop publishing or print work

.WAV

Standard file format for PCs, native sound format for Windows environment

.WMA

Uses Windows Media Player for audio playback, Microsoft format used for streaming audio files

.WMV

Uses the Windows Media Player for video playback, Microsoft file format used for streaming on the Internet

2D Animation

Uses two dimensions of movement in animation, has a flat look in appearance

2D Animation Software

Animates relatively simple drawings or graphics on a 2-D canvas (Example: Adobe Flash or Animate)

3

3D Animation

Uses three dimensions of movement, has more depth and realistic appearance

3D Animation Software

Animates complex, life-like 3D models that interact with an artificial environment (Example: Cinema4D, 3D Studio Max, or Maya)

A

ActionScript 3

The programming language for the Adobe Flash/Animate projects

Adjusting Levels

Changing highlights, shadows, and mid-tones of a photo

Adjusting Track Levels

Increasing or decreasing the volume of individual tracks to ensure all tracks are audible and blend well together

Adobe Illustrator

A draw program (vector graphic editor) that is commonly used for logos, icons, and other scalable graphics

Adobe Photoshop

A paint program (bitmap graphic editor) that specializes in photo manipulation

Align Panel

Align or distribute selected objects along the axis you specify

Alignment

Arranging design components in an organized and visually appealing manner

Alpha

Transparency value of object in animation; normally used to make an object gradually fade in or fade out

Analog Video

Non-digital video signals transmit information continuously in the form of a wave

Anchor Point

A point on a path that indicates a change of direction

Anchor Point

Rotation axis of an object

Animated .GIF

Supports only frame-based animation, simplest way to display short animation clips, commonly used for web, only animation format that cannot play audio

Area Type

The text fills in a closed path

Aspect Ratio

Ratio of a video screen's width and height dimension; common ratios are standard (4:3) and widescreen (16:9)

Audio Editing Software

Captures audio from the original source and imports it into the editing software, manipulates audio clips and adds the desired tracks and effects to convey the intended message

Audio Effects

Adjustments to audio clips used to change the original sound in order to reach the desired outcome

Audio Levels

Panel displays the audio level for the Timeline

Audio Panning

When audio is recorded through separate channels

B

Background Audio

Music and/or sounds used together with a voiceover (usually at a lower volume) to add interest and depth to an audio production

Balance

How design elements are arranged either horizontally or vertically on the canvas

Bitmap Graphics

Use square pixels arranged in a grid that have assigned colors, lose clarity when viewed up close or zoomed in, also referred to as raster graphics

Black & White

Uses only true black and true white

Brightness

How light or dark a color appears; adding black or white changes a color's brightness

Brush Tool

Basic painting tool with many options

Budget

The amount of money needed or available for a project

C

Channel Number

The amount of individual audio channels used during playback

Classic Tween

Older way to animate, great for simple movement

Claymation

Clay characters or moquettes moved in small increments between still photographs

Clip

A section of recorded sound used to create an audio production

Close-up Shot

Shows a particular part of a subject with more detail, example: framing a subject from shoulders up

Closed Path

Has the same beginning and ending point, it forms a complete shape that can be filled with color or text

CMYK

Cyan, Yellow, Magenta, Black; optimized for printing purposes

Codec

Converts raw (uncompressed) digital video to a compressed format or vice versa

Color

Helps identify objects in a design; creates visual flow in a design; communicates feelings and moods to the audience or viewer; consists of hue, saturation, and brightness

Color Correction

Adjusting the color values of a photo to make them appear more realistic or to achieve the desired effect

Color Panel

Displays and can change the color values for the current foreground and background colors

Color Scheme

An arrangement or combination of colors that are carefully selected to capture the attention and/or set a mood for the user when viewing a project

Commercial

Intended to persuade the audience to use or buy a product; examples include commercials, advertisements, and other marketing products

Complementary Colors

Colors across from one another on the color wheel work well together when used in a design

Content

All of the information text, images, and other multimedia that are contained within the pages of a website

Content Aware

Allows you to replace unwanted parts of the image with pixels near it

Contrast

The amount of separation between the darkest areas of a photo and the brightest areas; adding contrast causes a photo to look more defined

Copyright

The exclusive legal right to reproduce, publish, sell or distribute the expression of an intellectual property (literature, design, audio, video, etc.)

Crane

The camera physically moves vertically (up or down)

Creative Commons

Free, easy-to-use copyright licenses provide a simple, standardized way to give the public permission to share and use your creative work on conditions of your choice

Cropping

Eliminating unwanted parts of a graphic

Crossfade

A gradual volume transition from one audio clip to another

Curved Lines

Gently bent; give a soft, relaxed feel to a design

Cyberbullying

When a person is threatened, harassed, humiliated, tormented, or otherwise targeted using the Internet, mobile phones, or other digital technology

D

Deadlines

The latest time or date by which something should be completed

Design Comps

Multiple renditions of the design to show clients, provides a visualization of a product before it is professionally completed

Destructive Editing

Changes the original photo in a way that cannot be reversed after saving and closing

Diagonal Lines

Slanted; add interest to a design

Digital Animation

The illusion of movement of graphic(s) and/or text

Digital Audio

Sound that has been captured, created or edited electronically by a computer

Digital Graphics

Any image or design created or edited by a computer

Digital Media

The use of creative design and computer technology to combine forms of media to reach the audience in various ways

Digital Video

Moving images that have been captured, created, or edited electronically

Document Panel

Displays the file you're working on

Dolly

The camera physically moves toward or away from the subject to make it appear closer or further away

Draw Program

Digital graphic editing program that creates and/or edits vector graphics (example: Adobe Illustrator)

E

Educational

Uses digital media to interactively teach content or demonstrate a process; examples include online tutorials, descriptive animations, etc.

Effect Controls

Lists all the effects that are applied to the currently selected clip

Effects

Standard effects are listed in the Effects panel and are organized into two main bins, Video Effects and Audio Effects

Electrical Hazards

When electrical connections used by digital media equipment are not handled properly, it could result in electric shock, burn, or other injury

Embedded Images

Contained within graphic document which can increase file size; must reimport images if changes made to original

Emphasis

Center of interest in a design

Entertainment

Intended to captivate an audience and keep them engaged; examples include digital art, movies, video games, music, etc.

Ergonomics

Designing the workplace to best fit the worker, reducing strain on the body and enhancing comfort during digital media creation

Establishing Shot

Sets up a context for the scene by showing the relationship between the subject(s) and their environment

Export Command

Converts animation to image, animation or video formats for use in other programs

Exposure

The amount of light in a photo; under-exposed is not enough light, while over-exposed is too much light

Extreme Close-Up Shot

Shows a particular part of a subject with extreme detail

Extreme Wide Shot

Used to show the subject and its environment from further back than a typical wide shot

F

Fade

A gradual change of volume used to change between clips of audio or no sound

Fair Use

A legal allowance of using a copyrighted material without permission from the owner, provided the circumstances are reasonable and do not make the material less profitable

Feathering

A technique used in computer graphics software to smooth or blur the edges of an element, also called blending

Feedback

Verbal or written responses containing information about a client's reaction to a designer's performance of a task

File Name Convention

Agreed upon by designers, project managers and client, refers to the protocols that will be used when saving files

File Transfer Protocol

(FTP) Method by which data and files are transferred over the Internet

Fill

The inside color of a closed shape

Filters

Preset effects used to quickly adjust a graphic's appearance

Focus

Adjusting the camera's lens settings to make the footage of the subject clear and not blurry

Frame

Still image that creates animation when viewed in succession

Frame Rate

Speed at which video frames appears on a screen; measured by FPS (frames per second)

Frame-Based Animation

A series of individual still frames that create the illusion of animation when viewed continuously, each frame has slight changes in position from the previous frame

Frames Per Second

(FPS) Measurement of playback speed of an animation

Free Transform

Let you apply transformations (rotate, scale, skew, distort, and perspective) in one continuous operation; instead of choosing different commands, you simply hold down a key on your keyboard to switch between transformation types

G

Goals

An aim or desired result

Gradient

A gradual change of color within a design component

Graphical User Interface

(GUI) Buttons and image maps to allow users to interact with the site and access information quickly

Grayscale

Uses true black, true white, and all shades of gray in between

Grids and Rulers

Measuring tools used to assist in the scaling, arranging, and spacing of design components

High Angle Shot

When camera location is above normal eye-level compared to the subject, makes the subject appear small, weak, inferior, or scared

History Panel

Each time you apply a change to an image, the new state of that image is added to the panel, you may undo specific states

Horizontal Lines

Carry eye left and right; convey a feeling of calm or peacefulness

HTML5

It is the fifth and current version of the HTML standard, can be used as an alternative to Flash media

Hue

The name given to a color

Hyperlinks

Clickable connections that link text or images to other pages of the website, out to external websites, or to files posted on a website

Identity Theft

When personal information (SSN, credit card number, passwords, etc.) is stolen and used to gain access to financial or personal accounts

Image Trace

Allows the conversion of raster images to editable vector artwork

Intellectual Property

Original creations of the mind that can be protected by law; literary and artistic works, designs, symbols, images, names, etc.

Interlaced

Displays half of the video picture at a time (odd lines, then even); alternates too quickly for human eye to notice

Internet Addiction

A compulsive disorder that causes an unhealthy obsession with the Internet and other digital resources; examples include online gambling addiction, cybersex addiction, social media addiction, etc.

Internet Browser

Computer programs that read & interpret code to display a web page to the user

Invasion of Privacy

Intruding into someone's personal space, using their image or likeness, or revealing information about them without their permission

Iris

Adjust the camera's lens settings to allow the appropriate amount of light into the camera

Keyframe

Specified place in the animation where change occurs

Keywords

User-defined words or phrases that help a search engine's algorithms select a group of words that can be searched to find your website

Lasso

Draws freeform segments of a selection border

Layer Styles

Preset effects applied to graphics and/or text layer within a design that add depth and dimension

Layering

Separating components of a design individually or into groups in order to make specific adjustments

Layers Panel

Lists all layers, layer groups, and layer effects in an image

Libel

A published (written or printed) false statement that is damaging to a person's reputation or success

Library

Collection of graphics, audio, and video files utilized in a particular animation project

Library Panel

Where symbols are stored and organized in Animate

Lines

Give direction to a design; create movement in a design; thick lines show importance, thin lines demonstrate quick movement; could be vertical, horizontal, diagonal, or curved lines

Linked Images

Are not contained in the file data, thus the link can be broken if the files are moved separately; keeps file size smaller and automatically updates image edit

Loop

To repeat a particular section of audio

Low Angle Shot

When camera location is below normal eye-level compared to the subject, makes the subject appear tall, powerful, dominating, or scary

M

Marquee

Used to draw selections based on geometric shapes

Masking

Non-destructive editing technique, used to hide part of image

Master Level

Used to control the overall output volume of an audio recording

Media

Messages aimed at mass audiences; can be delivered in many forms or methods

Media Browser

Allows you to review media before you import it into a project

Medium Shot

Shows a part of the subject with more detail while still giving an impression of the location or environment, example: framing a subject from waist up

Meta Tags

They are part of a web page's head section and describe a page's content

Mobile Friendly

Considering mobile devices with smaller screen sizes when designing the site

Monaural

All sources of audio play out of one single channel, mono

Motion Tween

Used to make an object smoothly transition from a defined starting position to a defined ending position

N

Navigation

The method by which a user accesses all the pages and information on a website; should be easy to understand and use effectively

News/Informational

Informs the audience about recent events and/or provides information about a topic; examples include news casts, online periodicals, etc.

Non-Destructive Editing

Makes changes to the original photo that can always be reversed

NTSC

National Television System Committee standard used in North America and most of South America, 30 frames are transmitted each second

O

Online Hoax

A false claim that is spread through electronic means (email, social media, blogs, etc.); examples include chain letters, untrue accusations, etc.

Open Path

Does not end, they don't connect back to the original anchor point

Optimization

The act or process of making a design as fully perfect, functional, or effective as possible based on client feedback

Options Bar

Displays options for the currently selected tool

Over-Modulation

Sound interference that occurs during recording when audio levels are too high and causes the signal to distort or lose clarity

P

Page Layout

A way of organizing information on a web page; ensures the information on a page can be easily located

Page Ranking

A determination of how easy it is to find a website through search engines; the higher the ranking, the more traffic the website will have

Paint Program

Digital graphic editing program that creates and/or edits bitmap graphics (example: Adobe Photoshop)

PAL

Phase Alternating Line standard mostly used overseas, 25 frames are transmitted each second

Pan

Horizontally pivoting the camera left or right; physical location of the camera does not change

Paper Cut-Out Animation

Similar to claymation, but with cut out shapes

Pathfinder Panel

Use to combine objects into new shapes

Pattern

A repeated decorative design

Pen Tool

Creates vector paths that can be converted into selections that in turn can be used to extract or mask groups of pixels

Plagiarism

Taking someone else's work or ideas and passing them off as your own

Point Type

Text begins right where you click and does not automatically wrap to the next line

Portfolio

Visual representation of your abilities, skills, capabilities, knowledge, qualities - and it represents your potential. Physically, it's a collection of things - tangible materials - that represent work-related events in your life.

Post-Production Phase

Modifying the project to accomplish the intended purpose; optimizing the output file to meet client's specific needs

Pre-Production Phase

Defining the parameters of the project and making preliminary decisions about conveying the intended message to the audience

Production Phase

The active process of using hardware and/or industry-standard software to create an original piece of digital media

Program Monitor

Plays back the sequence of clips that you are assembling

Progressive

Displays the entire video picture at all times; greatly reduces any flickering of picture; better quality image than interlaced

Project Plan

Defines project goals and objectives, specifies tasks and how goals will be achieved, identifies what resources will be needed, and associated budgets and timelines for completion

Proof Preview

A tool in Photoshop that allows you to preview what the published version of your work will look on a particular output device

Properties Panel

Provides easy access to properties of the current selection, either on the Stage or in the Timeline

Proportion

A size relationship between components of a design

Public Service Announcement

(PSA) Conveys an important message to the public (no specific audience); often instigates the public to take action or further educate themselves

Publish Command

Creates an SWF file and HTML document that inserts your content in a browser window which will require the Flash Player

R

Resolution

Describes the clarity of bitmap graphics, determined and defined by the number of Pixels Per Inch (PPI)

Resume

A brief written account of personal, educational, and professional qualifications and experience, as that prepared by an applicant for a job

Retouching

Removing unwanted elements and/or blemishes from a photo to enhance the visual quality

RGB

Red, Green, Blue; optimized for viewing on a screen

Rhythm

Creating the feeling of movement in a design

Rotoscope

Involves careful tracing of individual frames in recorded video

Rule of Thirds

Mentally dividing the frame into thirds both horizontally and vertically (similar to a tic-tac-toe board); subject should occupy two-thirds of the frame

S

Sampling

Reproduces a sound wave by recording many fragments of it

Saturation

The amount of hue used in a particular color

Save/Save As Command

Saves the current project with full editing capabilities

Scaling

Changing a graphic's size dimensions (height and width)

Scanning Method

Method by which video picture appears on a screen (720p, 1080i, etc.)

Scene

Used to separate different parts of an animation to make editing and playback easier to organize

Search Engine

Websites that organize and retrieve information located on the Internet

Search Engine Optimization

(SEO) Involves designing websites with the intention of helping search engines best

SECAM

Sequential Color with Memory standard for French and Asian broadcast television

Selection

Surrounding specific part(s) of a graphic to make individual adjustments

Selection Tools

Allows you to choose a specific part of the image

Shape

The form of an object; when lines enclose a space; can be used to help identify objects; three basic shape types: circle, square, triangle

Shape Tween

Used to make an object gradually morph or change shape

Sharpness

The clarity of detail in a photo

Shear

Will slant or skew the object

Slander

An oral (spoken) false statement that is damaging to a person's reputation or success

Smart Objects

Preserves an image's source content with all its original characteristics, enabling you to perform nondestructive editing to the layer

Social Media

Created and controlled by a community of users that interact using the Internet

Source Monitor

Plays back individual clips and allows you to prepare clips that you want to add to a sequence

Spam

Unwanted emails (usually sent in a large volume) that advertise products or promote services that were not requested by the recipient

Stacking Order

The order in which the layers of an image are organized

Stage

The rectangular area where you place graphic content when creating Animate documents

Stereophonic

Audio sources can be separated into two different channels (left and right, stereo)

Stop Motion Animation

Cinematic process, or technique used to make static objects appear as if they were moving, commonly used in claymation and puppet-based animation

Storyboard

Graphic representations such as a series of illustrations or sketches displayed in sequence for the purpose of pre-visualizing a motion picture or animation

Streaming Audio

Transmitting files that can begin playing over the internet as the remaining data is still being downloaded

Streaming Video

Transmitting video files that can begin playing over the Internet as the remaining data is still being downloaded

Stroke

The outline of a shape, text or image

Surround Sound

Multiple audio channels; usually 5-7 separate channels

Symbols

An art object that you can reuse in a document; saves time and reduces file size

T

Tags

Could be page titles, paragraph titles, image tags, or even meta tags that are hidden in the code of a website; help search engines find and organize the information on a website

Target Audience

A particular group at which a film, book, advertising campaign, etc., is aimed

Texture

Combination of dots, lines, and colors used create the illusion of a surface appearance; adds depth and dimension to a design

Tilt

Vertically pivoting the camera up or down; physical location of the camera does not change

Timeline

Shows where animation occurs in a document, including frame-by-frame animation, tweened animation, and motion paths

Timeline

Panel where video and audio clips, transitions, titles and effects are represented graphically

Tools Panel

Contains tools for creating and editing images, artwork, page elements

Track

Separate layers of audio used to record sources individually

Trademark

A mark (logo, symbol, word, phrase, etc.) legally registered or established by a company to represent a service or product; cannot be used without the permission of the owner

Traditional Media

Communication that was well-established before the Internet age; books, newspapers, magazines, etc.

Trim/Splice

Starting and stopping audio clips at a defined point in the recording

Tripping Hazards

When pieces of digital media equipment and their connecting cables are not managed properly, it could result in blocked walkway or tripping hazard

Truck
The camera physically moves horizontally (left or right)

True Color
All possible color combinations

Tween
Animation process that occurs between keyframes

Type on a Path
Allows text to flow along an open or closed shaped path

Typography
The style and appearance of printed materials, specific identifiers include style, font, typeface, etc.

U

Uniform Resource Locator
(URL) The specific address of a page on the Internet

Unity/Harmony
When all components of a design look as if they belong together

V

Vector Animation
Uses computer generated formulas to make objects in the animation move along a path, utilizes tweens between keyframes

Vector Graphics
Use mathematical formulas to define lines, points, curves, and other attributes, do not lose clarity when viewed up close or zoomed in, best type of graphic for printing in large scale

Vertical Lines
Carry eye up and down; convey a feeling of awe or challenge

Video Editing Software
Manipulates video footage and adds the desired effects to convey the intended message

Video Storyboard
A sequence of drawings, usually with some stage directions and dialogue, representing the shots planned for a movie or television production

Virus/Malware
Programs that are specifically designed to damage a computer when installed; can access personal information, corrupt files, and even erase the hard drive completely

Visual Hierarchy
Using design techniques to carry the viewer's eye from one component to the next; helps the audience process information in design and what is most important

Volume Units Meter
A visual representation of the audio volume level; used to ensure all audio clips recorded are at the same level and not too loud

W

Web Crawlers
Computer programs that "crawl" through the pages of a website to find tags, keywords, and other information

Web Design
Includes web graphic design; (user) interface design; authoring (including standardized code and proprietary software); user experience design (web accessibility guidelines); and search engine optimization

White Balance
Adjusting the camera's color settings to match true white; results in all other colors becoming balanced

White Space
The absence of text or graphics in a design; visual breathing room for the eye; helps avoid over-crowding and creates natural flow

Wide Shot
Shows subject and location or environment in its entirety, example: showing the entire building

Z

Zoom
Uses the mechanics of the camera's lens to make the subject appear closer or further away; physical location of the camera does not change