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| Sequence | A major part of the story, has some goal. Made up of several scenes. |
| Scene | A smaller part of the story, it’s goal is to fill out a sequence.  Sequences are made up of scenes and usually encompass a larger goal. In a heist movie there might be an assemble-the-crew sequence made up of a bunch of individual scenes where they introduce and persuade the guys to join the cause. Each scene has its own goal of finding a particular talent, but there's a larger sequence goal of assembling the team. |
| Audience  Or Target | Specific set of people whom the video is intended to impact. |
| Impact | The measure of effect a video has on the audience. Factors such as how relatable it is to the audience, how deep the message is, and it’s polish (smooth) effect the impact. |
| Treatment | A short write up that includes the Beginning (Introduction), Middle (Tension), and End (Resolve) of a video. Usually less than 6 sentences in length. |
| Storyboard | A visual layout of the treatment. A plan that the director and his/her crew will use to create the video. Includes the major sequences of the story; a short description of the type of shots, sound, and action for each sequence. |
| Frame | Everything that is visible behind the camera lens. |
| Wide or Long Shot | Frames a subject anywhere between head to toe or beyond that. |
| Medium Shot | Frames a subject from the waist up. |
| Close Up or Tight Shot | Frames a subject from the neckline up |
| Camera Angles | The angle in which a frame is situated, angles can be horizontal or vertical. Angles offer a different “feel” compared to shooting it “flat” or eye level. |
| Over The Shoulder | A shot that tries to make the audience feel more a part of the video by using objects in the foreground to block part of the frame. |
| Cut In | A shot that focuses on a specific part of the previous frame. |
| Cut Away | A shot that focuses on something other than the current subject. |
| Point of View | A type of shot that tries to engage the audience my making them feel as if they are in the “eyes” of the camera. |
| Rule of Thirds | The idea that a frame is divided into 9 equal squares (forming a grid), in which a majority of the subject lands on one of the lines dividing the squares. |
| Leading Room | The space within a frame that gives the subject extra space in the direction they are facing. |
| Leading Lines | Lines within a frame that draw the eyes toward a subject. |
| Background Frame Importance | The idea that whatever is in the background can be just as important as what is in the foreground. |
| Nat Sound | Natural sounds that can be heard in real life, that otherwise might be missed using standard video equipment. A tool used to make audio within a video more “realistic”. |
| Production Value | The use of various techniques or tools at the same time to make a video more engaging and look of a higher quality. |
| Headroom | The space above the subject’s head. On average, the frame will end roughly half a head above the main subjects head. |
| Pan | Right to Left camera movement from a stationary point |
| Zoom | In and Out camera movement from a stationary point. |
| Tilt | Up to Down camera movement from a stationary point. |
| Director | In charge of the video product from beginning to end. In charge of planning a video/storyboard. Has a vision of what the video LOOKS and SOUNDS like. Motivates the talent and crew. |
| Producer | In charge of retrieving and returning equipment. Provides an extra set of “eyes” to the director. Should the director be out sick, the producer is 2nd in charge of getting the video completed. A director and producer must agree on the storyboard. Should crew or talent have disagreements with the director, the producer is in charge of handling the situation. |
| Camera Specialist | In charge of retrieving the video equipment from the producer, setting the equipment up and ensuring it works properly. Responsible for handling all camera equipment. (Tripod, Stabilizers, Camera, etc.) Offers suggestions to the director on framing (type of shot, angle, movement, location, etc.). Must breakdown all equipment properly before returning to the producer. |
| Audio Specialist | In charge of retrieving the sound equipment from the producer, setting the equipment up and ensuring it works properly. Responsible for handling all audio equipment. (microphone, cords, booms, etc.) Offers suggestions to the director on sound (music, nat sound, dialogue, etc.) Must breakdown all equipment properly before returning to the producer. |
| Talent | AKA Actor/Actress. Usually all group members will have to double as an actor within their own video. |
| Editor | In charge of putting together the final video product. Specializes in choosing the right scenes to put together in a sequence. Corrects all mistakes made during the production phase of a video project (framing, background, crooked lines, etc.). Works with the director in putting together the video. Responsible for the grades of all other group members. |