* Analog Video ­– (Non-digital) video signals transmit information continuously in the form of a wave
* Aspect Ratio – Ratio of a video screen’s width and height dimension; common ratios are standard (4:3) and widescreen (16:9)
* Budget – The amount of money the client is willing to spend
* Copyright – The exclusive legal right to reproduce, publish, sell or distribute the expression of an intellectual property (literature, design, audio, video, etc.)
* 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
* Deliverables – Completed products requested by client (design, website, app, video, etc.)
* Digital Video – Moving images that have been captured, created, or edited electronically
* 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
* Feedback – Verbal or written responses containing information about a client’s reaction to a designer’s performance of a task
* Frame Rate – Speed at which video frames appears on a screen; measured by FPS (frames per second)
* 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
* NTSC – National Television System Committee standard used in North America and most of South America, 30 frames are transmitted each second
* PAL – Phase Alternating Line standard mostly used overseas, 25 frames are transmitted each second
* Progressive – Displays the entire video picture at all times; greatly reduces any flickering of picture; better quality image than interlaced
* Project Management – The application of processes, methods, knowledge, skills and experience to achieve the project objectives
* Project Plan – Helps move a project successfully to completion, includes deciding project scope, client criteria, project deliverables, and distribution of responsibilities
* Project Scope – Identifying audience, goals, and objectives
* Scanning Method – Method by which video picture appears on a screen (720p, 1080i, etc.)
* Schedule – Setting deadlines for each project phase and task
* Scope Creep – Incremental expansion of the project scope, introducing features not originally planned
* Script – The written text of a play, movie, or broadcast
* SECAM – Sequential Color with Memory standard for French and Asian broadcast television
* Shot List – An itemized record or list of the shots in a production, includes the exact locations of the shots
* Streaming Video – Transmitting video files that can begin playing over the Internet as the remaining data is still being downloaded
* Talent Release Form – A legal document, completed by the talent, that gives the production company permission to use the person’s name, image, and voice
* Titles – Block of text with or without an accompanying graphic
* 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
* Transition – The way in which two video shots or audio clips are linked together; for example, dissolve, wipe
* Video Storyboard – A sequence of drawings, usually with some stage directions and dialogue, representing the shots planned for a movie or television production