Fundamentals of Business Communication © 2012 Chapter 13: Using Digital Media

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Across

- 1. Any visual aid, informational graphic, or illustration.
- 3. Moving the camera in a circle around the scene.
- 7. The outline and structure for the video detailing what will happen and when, what the scenes will look like, dialogue, and actions.
- 8. A formal balance in which what appears on one side is mirrored on the other.
- 12. A way to give the appearance of change to an image without actually altering the original image.
- 13. The number of distinct colors that can be represented in a computer-based image and is based on the number of bits used to define a color.
- 14. Licenses that define how audio and visual material can be used.
- 15. The difference in brightness between the lightest area of a shot and the darkest.
- 17. Picture elements that record the image; a higher number of pixels will create a better quality image.
- 18. A slide containing design elements that are applied to a particular set of slides or all slides in a presentation.
- 19. The entire process of creating a digital media presentation; there are three main stages: preproduction, production, and postproduction.
- 20. Illustrates the content of the digital media

presentation and contains a sketch of each important scene or event along with a brief description of what will happen.

Down

- 2. An artistic technique that creates the illusion of depth on a two-dimensional surface.
- 4. Different angles, sizes, and locations used in videography to serve various purposes.
- 5. The relationship of the size of elements to the whole and to each other.
- 6. An arrangement of elements to create a feeling of equality across the product.
- 9. Recorded video.
- 10. Acknowledges ownership of a work and specifies that only the owner has the right to sell or use the work or to give permission for someone else to sell or use it; the exclusive rights awarded to the author or creator of an original work.
- 11. The regular repetition of objects or sound to show movement or activity; it can also be used to create a sense of energy or urgency.
- 12. The appearance of action.
- 16. Moving the camera toward or away from the scene.
- 17. Showing what is to the left or the right of the current view.