

# ***Fundamentals of Business Communication © 2012***

## ***Chapter 13: Using Digital Media***

### **Tools:**

- Printer
- 8.5" x 11" paper
- Scissors

### **Directions:**

1. Print
2. Fold paper in half vertically
3. Cut along dashed lines

animation

The representation of motion with graphics or in text.

- FOLD -

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balance

An arrangement of elements to create a feeling of equality across the product.

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camera shots

Different angles, sizes, and locations used in videography to serve various purposes.

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canvas size

The area in which the video or image will be displayed.

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copyright

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.

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color depth

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.

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digital media

The integration of graphics, videos, and audio files.

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dolly

Moving the camera toward or away from the scene.

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## Electronic User's Bill of Rights

Modeled after the United States Bill of Rights and originally proposed by Frank W. Connolly of American University in 1993, it details the rights and responsibilities of both individuals and institutions regarding the treatment of digital information; its four articles include Individual Rights, Individual Responsibilities, Rights of Educational Institutions, and Institutional Responsibilities; it is not legally binding, but rather guidelines for appropriate usage.

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- FOLD -



## end user licensing agreement (EULA)

Licenses that define how audio and visual material can be used.

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- FOLD -



## filtering

A technique by which a special effect is applied to an image.

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- FOLD -



## footage

Recorded video.

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graphic

Any visual aid, informational graphic,  
or illustration.

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harmony

A design principle that creates unity  
in a presentation.

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intellectual property

All original work, whether it is in  
print, on the Internet, or in any other  
form or media, that is protected by  
copyright laws.

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licensing agreement

A contract that gives one party  
permission to market or produce the  
product or service owned by another  
party in return for a fee or royalty.

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layering

The process of building an image by putting different parts of the image on different levels.

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lighting

Illuminating a scene for photography or videography.

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lighting angle

The slope of a light's beam.

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lighting ratio

The difference in brightness between the lightest area of a shot and the darkest.

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masking

A way to give the appearance of change to an image without actually altering the original image.

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master slide

A slide containing design elements that are applied to a particular set of slides or all slides in a presentation.

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milestones

Important dates that need to be met to keep the project moving forward.

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movement

The appearance of action.

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pan

Showing what is to the left or the right of the current view.

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perspective

An artistic technique that creates the illusion of depth on a two-dimensional surface.

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pixels

Picture elements that record the image; a higher number of pixels will create a better quality image.

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plagiarism

The illegal and unethical act of claiming somebody else's material as your own.

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production

The entire process of creating a digital media presentation; there are three main stages: preproduction, production, and postproduction.

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proportion

The relationship of the size of elements to the whole and to each other.

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resolution

Selecting the number of pixels with which an image will be recorded with a camera.

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rhythm

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.

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script

The outline and structure for the video detailing what will happen and when, what the scenes will look like, dialogue, and actions.

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site license

Agreements that allow software to be installed on any machine owned by the company who purchased the software.

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storyboard

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.

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symmetry

A formal balance in which what appears on one side is mirrored on the other.

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trucking

Moving the camera in a circle around  
the scene.

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visual design

The arrangement of the visual,  
artistic elements used to accomplish a  
goal or communicate an idea.

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