**animation.** The representation of motion with graphics or in text.

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

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

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

**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.

**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.

**digital media.** The integration of graphics, videos, and audio files.

**dolly.** Moving the camera toward or away from the scene.

**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.

**end user licensing agreement (EULA).** Licenses that define how audio and visual material can be used.

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

**footage.** Recorded video.

**graphic.** Any visual aid, informational graphic, or illustration.

**harmony.** A design principle that creates unity in a presentation.

**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.

**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.

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

**lighting.** Illuminating a scene for photography or videography.

**lighting angle.** The slope of a light’s beam.

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

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

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

**milestones.** Important dates that need to be met to keep the project moving forward.
movement. The appearance of action.

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

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

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

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

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

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

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

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.

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

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

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.

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

truck. Moving the camera in a circle around the scene.

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