

Video Production Glossary

So many video production terms, so much effort to keep them all straight. Thankfully, we've compiled the most used terms from A-to-Z in one handy place. Keep this glossary nearby for whenever you (or your marketing teammates) have a conversation with your video team, then head back to the [original post](#) for more ideas on how to get the most out of your video production strategy.

Ambient Sound

Background noise at any given scene or location

Aperture

The space through which light enters a camera that affects image brightness and depth of field

B-roll

Supplemental or alternative footage that helps provide context and flexibility

Cine Camera

Short for "cinema camera," these cameras are usually more professional (and more expensive) than smaller DSLR cameras

Color Grading

The process of adjusting the color, brightness, and sharpness of your video image in post-production

Cut

An abrupt transition from one scene to another

Depth of Field

The part of your image that's in focus. Deep depth of field means everything is in focus, while shallow depth of field means your main subject is in focus

DSLR Camera

A digital camera that combines the optics and the mechanisms of a single-lens reflex camera with a digital imaging sensor (the Canon 5D and 7D, for example)

Exposure

The amount of time light is allowed to hit the sensor.

Focal Length

The distance from the lens to the image focus point inside the camera

F-Stop

A term used to describe the size of the aperture opening—the lower the F-stop number, the bigger the aperture



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Frame Rate

The rate at which a shutter opens and closes, or a sensor captures video, during one second

Frame (Framing)

The way a shot is composed, or how subjects and objects are surrounded (or "framed") by the edges of the film image

Head room

The space between the top of your subject's head and the top frame of the composition

Jump cut

An abrupt transition that makes the subject appear to jump from one spot to the other without continuity

Lav mic

A small microphone that attaches to the talent which allows for hands-free operation

Levels

The volume of sound, usually associated with audio

Mirrorless Camera

A camera that doesn't require a reflex mirror, a key part of any DSLR (the Sony a7 and Panasonic GH5, for example)

Montage

The technique of selecting and piecing together sections of film into a new, continuous whole; usually set to music

Motion Graphics

Digital footage or animations that create the illusion of motion or rotation; often combined with audio

On-screen

Something that's shown in your video

Rotoscoping

A technique animators use to trace over motion picture footage, frame by frame, to add or remove something

Rough Cut

The first version of a video after preliminary editing

Shot list

An extensive log of all the shots you want to include in your video

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Slider

An attachment that typically mounts on a tripod, utilizing a track to allow smooth camera movements laterally, front to back, or diagonally

Shotgun Mic (Boom Mic)

A highly directional microphone that's pointed straight at its target sound source for recording

Stand-in

A person who stands in for the talent on your shoot, usually to let the producer check the focus, lighting, and framing of their shot

Soft Lighting

Lighting that tends to “wrap” around objects, casting gentle shadows and creating soft edges; occurs when a light source is large relative to the subject

Transcode

The process of having to prepare footage by converting it to a different format

Voiceover (VO)

A production technique where an unseen narrator is speaking