

# Media Arts Glossary

**acoustics:** the properties of a recording space that affect how well the sound is transmitted

**analog:** audio and video devices and materials that represent information in a continuous and physical rather than digital manner (e.g. film, VCRs, cassettes, vinyl records); they are typically physical devices that imprint onto a recording surface

**animation:** using a sequence of still images to create the illusion of movement

**appropriation:** taking pre-existing materials, images, and products for one's own use; care must be taken to avoid misappropriating culture, infringing copyright, or stealing intellectual property

**aspect ratio:** the ratio of an image's or screen's width to height

**avatar:** an image that represents a particular person in a digital environment, such as gaming, online communities, and web forums

**camera angles:** the specific place a camera is situated to take a shot (eye level, high, low, over the shoulder, etc.)

**capture:** to record an image/sound or sequence of images/sounds using a device such as a camera or other recording device

**claymation:** a type of stop-motion that manipulates modeling clay figures and objects to create the illusion of movement

**close-up:** a type of shot that tightly frames the subject

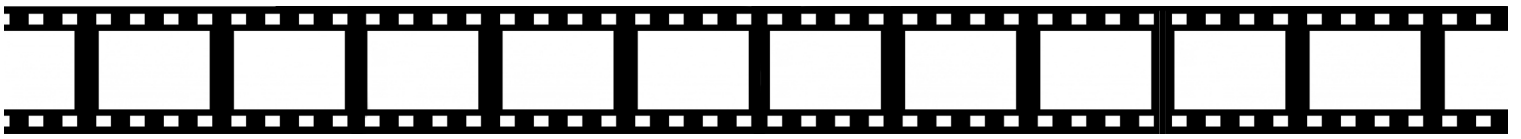
**concept mapping:** a graphic organizer that can be used to organize ideas and depict the relationships between them

**copyright:** the legal right granting the original creator to determine when and under what conditions someone else may use or reproduce a particular work

**depth of field:** how much of an image is in focus; the distance between the closest and furthest objects that are in focus

**digital citizenship:** using information and technology in a way that is respectful of self, others, and privacy laws, and mindful of cultural values and beliefs





**duration:** the amount of time that has elapsed or will elapse between 2 events, such as the beginning and the end of a sequence

**Dutch tilt:** shooting with the camera tilted, so the scene is not level; can be an effective angle for creating a mood of disorientation or unease

**elements of design in media arts:** colour, form, line, shape, space, texture, tone, value, time

**eye level:** shooting with the camera pointed straight ahead; creates a more objective tone

**flip book:** a book with a sequence of images that gradually vary from one page to the next so that when the pages are “flipped” or turned rapidly, they simulate movement or some other change; includes digital formats

**flow chart:** a graphic organizer used to work out sequences; could be used for the script, filming sequence, or other aspects of production

**fonts:** a specific typeface, including its size and style; good font choice can enhance the message of a media artwork

**formats:** characteristic properties of image capture in photography or film (e.g., 35mm, 120mm, jpeg, vector, gif, etc.)

**frame:** one of many still images that together make a moving picture

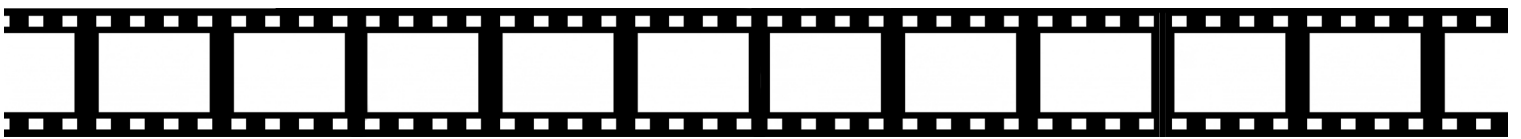
**high angle:** shooting with the camera pointing down, making the subject appear smaller or more vulnerable; includes aerial shots and bird’s eye view

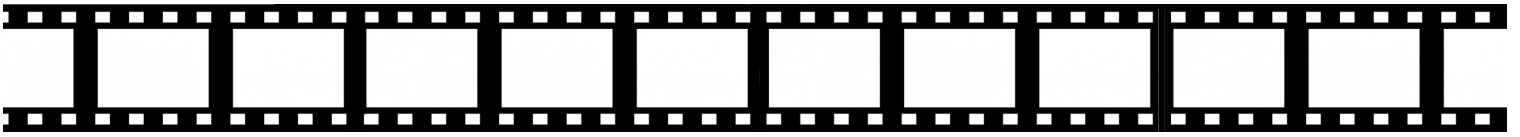
**hybridization:** combining 2 existing media forms to create something in a new form (e.g., projection combined with sound and dance)

**illustration:** a visual representation in which the subject is more important than the form, which can then be integrated into a media artwork

**image development strategies:** abstraction, compression, distortion, elaboration, exaggeration, gesture, figure, fragmentation, free association, juxtaposition, magnification, metamorphosis, minification, multiplication, point of view, reversal, rotation, simplification, stylization, thumbnail sketch, transformation

**installation:** artwork that is often site-specific and transforms the space that contains it; often, 3-dimensional works are combined with video, projection, sound, or other multi media works





**layout:** the arrangement of text and/or image on a page or screen or in a space.

**long shot:** shot from a considerable distance, so that people and/or objects appear less distinct

**loop:** a continuously repeated segment of audio and/or images; in film, one can splice the ends together to project or play it back continuously

**low angle:** shooting with the camera pointing up; makes the subject appear more dominant

**materials:** of media arts (e.g., modelling clay, interlocking blocks, props, toys, lighting)

**medium shot:** a general shot, showing the subject(s) in the middle distance, with some background visible, but close enough for the audience to see gestures and some emotion

**montage:** images or a series of shots that are juxtaposed; in film, it's often done in a fast-paced manner, to condense time and information

**narrative:** the development of story, characters, relationships, and situations

**panning:** to film while rotating the camera horizontally or vertically to sweep a scene or follow a subject as it moves

**point of view:** shooting a scene or series of shots through a subject's eyes; it shows what the character is looking at, as if the audience is the character

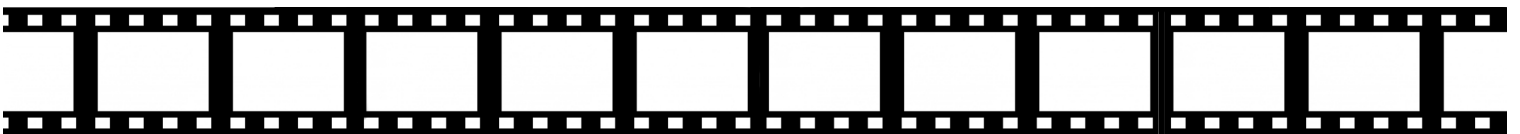
**post-production:** the stage after most of the production stage is complete; involves fine-tuning and manipulating the production, resulting in a complete and coherent product (e.g., editing video footage, touching up and mounting photos, conducting multimedia tests)

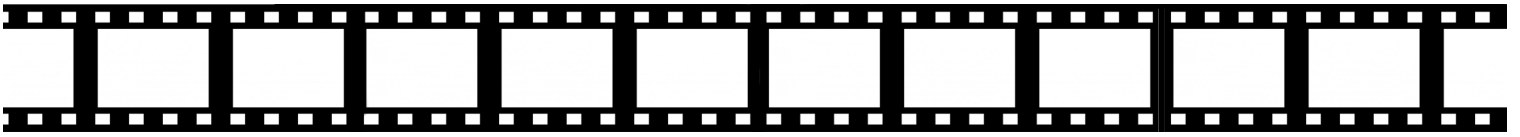
**pre-production:** the stage before a production begins; involves planning (e.g., developing treatments, writing and fine-tuning scripts or storyboards, designing costumes)

**principles of design in media arts:** balance, contrast, emphasis, harmony, movement, pattern, repetition, rhythm, unity, depth, proportion and scale, sequencing, synchronization repetition, rhythm, unity

**processes of media arts:** processes including but not limited to animation, claymation, montage, soundscape, storyboard, fonts, formats, illustration, layout, loop, narrative, real time, still image, transposition

**production:** the stage during which a product is actively created and developed; involves, for example, shooting video or film, developing negatives and making enlargements, setting up lights, programming a website





**real time:** presenting a sequence where the events occur at the same rate at which the characters would experience them

**technologies in media arts:** any image-making technology, such as cameras, computers, software, props, and lighting, including established and emerging technologies; also includes video production, layout and design, graphics and images, photography (digital and traditional), new and emerging media processes (e.g., performance art, collaborative work, sound art, network art, kinetic art, biotechnical art, robotic art, space art), and the improvisational use of miscellaneous items

**script:** a written work containing dialogue and descriptions for performance or the creation of a film

**standards-compliant technology:** layout conventions, markup language, current web standards, other digital media compliance requirements

**still image:** a single, static image, as opposed to a moving sequence; also known as a frame

**transposition:** transferring something from one context to another (e.g., transposing a comic book or painting into film; a scene in Paris into a scene in Mumbai; a scene from the past into the present)

**storyboard:** a graphic organizer of panels in which sketches are arranged consecutively to show important scene changes, action, and shots

**soundscape:** an audio recording or sequence of sounds to create a particular meaning or effect

**thumbnail sketch:** a quick drawing that represents a larger image; they capture ideas for stories, characters and scenes

**tweening:** producing frames between key frames so that one image transitions smoothly into the next

*Please note that some of the definitions come directly from the BC curriculum for Media Arts 10-12. This glossary has been created by the BCATA for teachers using the BC provincial curriculum, and as such, those teachers should feel free to distribute it to their students.*

