

	Term	Definition	Category
	Cut	An abrupt transition from one shot to another	Basic Concepts
	Transition	A technique used to move from one shot to another	Basic Concepts
	Fade	Gradual change in brightness or opacity	Transitions
	Dissolve	A gradual transition between two shots where one fades out as the other fades in	Transitions
	Montage	A sequence of shots that show a progression of time, events, or themes	Editing Techniques
	J-Cut	When audio from the next scene begins before the visual transition occurs	Editing Techniques
	L-Cut	When audio from the previous scene continues after the visual transition has occurred	Editing Techniques
	Jump Cut	A cut that skips over a portion of time, creating an abrupt transition	Editing Techniques
	Shot	A single continuous recording that can be edited into a film	Basic Concepts
	Scene	A collection of shots that take place in a single location and time	Basic Concepts
	Sequence	A series of shots that create a coherent narrative or story arc	Basic Concepts
	Voiceover	Narration added to a video, typically recorded separately from the visual	Audio
	Soundtrack	The audio component that accompanies the visuals, including music and effects	Audio
	Music bed	Background music used to enhance the emotional tone of scenes	Audio
	Diegetic sound	Sound that originates from within the video world, such as dialogue or ambient noise	Audio
	Nondiegetic sound	Sound that does not originate from the video world, such as background music or voiceovers	Audio
	Lower third	Text overlay at the lower part of the screen used for information such as names or titles	Graphics
	Keyframe	A point in time where a property (like position or opacity) changes in an animation or effect	Animation
	Timeline	The interface in video editing software that shows the duration and arrangement of clips and audio	Software Tools
	Render	The process of creating the final output of a video project after editing	Production
	Export	The process of saving the edited video into a finished format	Production
	Aspect ratio	The ratio of the width to the height of a video frame	Technical Terms
	Frame rate	The number of frames shown per second in a video; affects motion smoothness	Technical Terms
	Resolution	The amount of detail in a video, usually expressed in pixels (e.g., 1920x1080)	Technical Terms
	Color grading	The process of altering and enhancing the color of a video	Post-Production
	Compression	Reducing file size while attempting to maintain quality	Technical Terms
	Codec	A program that encodes or decodes digital data streams, especially video	Technical Terms
	Bitrate	The amount of data processed per unit of time in a video file; affects quality	Technical Terms
	Storyboard	A sequence of drawings representing the shots planned for a video	Pre-Production
	Scripting	Writing the dialog or narration for a video	Pre-Production
	Framing	The way subjects are arranged within the shot, affecting the composition	Cinematography
	Composition	The artistic arrangement of visual elements in a video shot	Cinematography
	Depth of field	The distance between the nearest and farthest objects in a shot that appear acceptably sharp	Cinematography
	Establishing shot	A shot that sets the context for a scene, often presenting the location or situation	Basic Concepts

Close-up	A shot taken very close to the subject, emphasizing detail	Cinematography
Wide shot	A shot that captures a broad view of the scene or subject	Cinematography
Cutaway	A shot that interrupts a sequence to show something else, providing context	Editing Techniques
Reaction shot	A shot that shows a character's reaction to something happening off-screen	Editing Techniques
Point of view shot	A shot that shows what a character is looking at, giving the audience their perspective	Cinematography
Slow motion	A technique where footage is played back at a slower speed than it was recorded	Effects
Time-lapse	A technique that speeds up the passage of time in a video sequence	Effects
Green screen	A technique where a solid color background is replaced with a different image during editing	Effects
Chroma key	Another term for the green screen technique, involving color replacement	Effects
Overlay	Superimposing one image or video on top of another, often with transparency	Graphics
Opacity	The level of transparency of a visual element in video editing	Graphics
Keying	The process of removing the background from an image or video, often using chroma key techniques	Effects
Masking	Creating a shape that allows part of a layer to be visible while hiding the rest	Graphics
Tracking	The process of following a moving subject in a scene to apply effects or titles	Effects
Stabilization	Post-production editing to reduce shake or camera movement in a video	Effects
Voice modulation	Changing the tone or quality of a recorded voice track	Audio
Cut in	A shot that cuts into the action to show a detail of a scene	Editing Techniques
Insert shot	A shot inserted into a sequence to provide additional visual information	Editing Techniques
Audio ducking	Lowering the volume of one audio track when another is present, such as speech over music	Audio
Sound design	The process of creating the audio landscape of a video, including effects and ambiance	Audio
Title sequence	An introductory sequence that displays the title of the video and credits	Graphics
End credits	A list of individuals who contributed to the creation of a video, shown at the end	Graphics
Director's cut	A version of the film that reflects the director's original intentions, often different from the theatrical release	Production
Rough cut	An early version of a film or video before fine-tuning and final editing	Production
Final cut	The completed version of a video, approved for release	Production
Screenplay	The script for the video that includes dialogue and direction for scenes	Pre-Production
Shot list	A document listing all the shots to be captured during filming	Pre-Production
Scheduling	Planning the timeline and timing for filming various scenes	Pre-Production
Cue sheet	A document that outlines the timing of audio and visual elements during playback	Production
Preroll	The segment of footage before the actual starting point of a scene, used for continuity	Basic Concepts
Post-roll	The segment of footage after the actual ending point of a scene, used for continuity	Basic Concepts
Audio sync	The alignment of audio with video to ensure they match properly	Audio
	The final, fully prepared version of the video for	

Printmaster	distribution	Production
Screen test	Testing equipment and crew for shooting before the actual filming	Production
Pitch	A proposal for a video project to potential stakeholders describing concept and vision	Pre-Production
Call sheet	A document that outlines the shooting schedule and logistics for each day of production	Production
Voice acting	Performance of characters using voice, often in animations or digital media	Audio
Gimbal	A stabilizing device used to smooth out camera movements	Equipment
Teleprompter	A device that displays text for a speaker to read while looking at a camera	Equipment
Screenplay formatting	The specific structure and notation for writing a screenplay	Pre-Production
Editing suite	The area or environment where video editing takes place, often equipped with software and hardware	Software Tools
Color correction	Adjusting colors to make them look consistent and aesthetically pleasing	Post-Production
Visual effects (VFX)	Creating digitally rendered effects that enhance the visuals of a video	Post-Production
Motion graphics	Animated graphic design elements used in video production	Graphics
Transcoding	Changing a video file from one format to another	Technical Terms
Archive	Storing completed video projects for future reference	Production
Flashback	A device to show events that happened in the past	Editing Techniques
Voice match	Matching the sound of different voice recordings to maintain continuity	Audio
Foley	The reproduction of everyday sound effects added to film in post-production	Audio
Cut scene	A sequence in a video that interrupts the main story to provide more detail or context	Editing Techniques
Serialization	Creating a series of related video episodes or films	Production
Platform	The medium through which video is distributed (e.g., YouTube, Vimeo)	Distribution
Live-streaming	Broadcasting live video to an audience over the internet	Broadcasting
Feedback loop	Gathering audience reactions to improve or adjust video content	Production
Subtitling	Adding text below the video to translate or transcribe the dialogue	Graphics
Closed captions	Text displayed on a video to transcribe spoken dialogue and provide additional information	Graphics
Compression artifacts	Distortions in video quality due to excessive compression	Technical Terms
Delivery format	The final format in which a video is distributed (e.g., MP4, MOV)	Distribution
Router	A device that directs internet traffic and can be crucial for live video broadcasting	Equipment
Resolution scaling	Changing the resolution for different platforms or devices	Technical Terms
Aspect ratio conversion	Adjusting the aspect ratio of a video to fit different formats	Technical Terms
Transcription	The process of converting spoken content into written text	Post-Production
Radiant cut	A specific editing style or technique that creates sharp transitions	Editing Techniques
Cutting on action	A technique where the editor cuts from one shot to another view in the moment of action, creating a smoother transition	Editing Techniques
Highlight reel	A compilation of the best parts from a larger video, often used for promotional purposes	Production
Behind the scenes	A segment showing how the video was made,	Production

	including production efforts and crew work	
Screenplay adaptation	The process of adapting a narrative into a screenplay format	Pre-Production
Nonlinear editing (NLE)	Editing video in a non-sequential manner using software	Editing Techniques
Beats	The rhythmic units in a script that indicate changes in action or mood	Screenwriting
Podcast video	A type of video that typically involves discussions, interviews, or talk shows, often formatted like a podcast	Production
Mobile editing	Editing video specifically on mobile devices using apps	Software Tools
Vlog	A video blog that chronicles the creator's personal experiences or thoughts	Production
Format	The method in which video is encoded for storage and playback	Technical Terms
Frame	A single image in a sequence of images that make up a video	Technical Terms
Storyboard artist	A person who creates storyboards to visualize scenes before filming	Pre-Production
Director of photography (DP)	The chief over the camera crew and responsible for visual aspects of a film	Production
Video essay	A short-form video that explores a particular theme or topic through analysis	Production
Interactive video	A type of video that allows viewer participation through choices or clicks	Production
360-degree video	A video that provides a panoramic view of the scene, allowing users to explore their surroundings	Production
Live editing	The process of editing video content in real-time during live events	Production
Experimental film	A genre of filmmaking that often breaks traditional narrative or stylistic conventions	Production
Silent film	A film that has no synchronized recorded sound, particularly dialogue	Production
Flash forward	A technique that shows events in the future relative to the main narrative	Editing Techniques
Field recording	Capturing audio in the location where it is needed, typically done during production	Audio
Sync sound	Recording audio and video at the same time during production	Production
Scripty	A person responsible for documenting and maintaining continuity throughout the shooting process	Production
Screening	A public showing of a video or film, often for promotional purposes	Distribution
Mockumentary	A fictional piece presented in the style of a documentary, often comedic in form	Production
Recognition	The process of labeling or identifying particular elements within a video	Editing Techniques
Feature film	A full-length film typically running 60 minutes or more	Basic Concepts
Short film	A film that is shorter than 60 minutes, often used to convey a message quickly	Basic Concepts
Biopic	A film that dramatizes the life of a historical figure	Production
Teaser	A short promotional clip that offers a glimpse of the content without giving much away	Marketing
Trailer	A collection of clips from a film that showcases it to promote the release	Marketing
Premiere	The first public showing of a video or film, often a significant event	Distribution
Screenplay reading	A session where actors read through the screenplay to assess performances and dialogue	Pre-Production
Viewfinder	A tool in camera equipment that shows the image as it will be captured	Equipment
Cutting room	A room allocated for video editing and post-	Studio Terms

	production work	
Projection	The act of displaying a video on a surface, typically done with a projector	Equipment
Casting	The process of selecting actors for roles in a film or video	Production
Fiction	Narrative content that is created from the imagination; not based strictly on fact	Basic Concepts
Nonfiction	Content that presents factual information, typically used in documentaries	Basic Concepts
Archiving	The process of storing video footage for future use or reference	Production
Post-production supervisor	The person responsible for overseeing all aspects of post-production on a film or video	Production
Editing software	Software tools used for editing video content, such as Adobe Premiere or Final Cut Pro	Software Tools
Script supervisor	The role responsible for maintaining continuity and tracking script changes during filming	Production
Direct-to-video	Films released directly for home viewing, bypassing theaters	Distribution
Festival circuit	The series of film festivals that a film is submitted to for showcasing	Distribution
Response video	A video that is created as a reply or reaction to another piece of content	Production
Content creator	An individual or entity that creates and publishes video content for audiences	Production
Community guidelines	Rules and standards set by platforms regulating content and behavior of creators	Distribution
Engagement	The interaction between audience and video content, often measured in likes, shares, and comments	Marketing
Demographic	A segment of the audience categorized based on specific characteristics such as age, gender, or interests	Marketing
Branding	The process of creating and promoting a distinct identity for a content creator or project	Marketing
Format shifting	The act of changing a video's format to different devices or platforms for accessibility	Technical Terms
Viral	Content that gains immense popularity rapidly, often shared on social media	Marketing
Reverse shot	A shot that shows the view from the opposite side of the previous shot, often used in dialogues	Editing Techniques
Holding shot	A shot that remains static for an extended period without cuts or movement	Editing Techniques
Flow cut	A smooth transition between shots that maintains the scene's visual flow	Editing Techniques
Show-don't-tell	A storytelling technique where showing actions conveys the message instead of merely stating it	Basic Concepts
Recurring motif	A repeated element or theme seen throughout the video that helps develop the narrative	Basic Concepts
Emotional arc	The development of a character's emotional journey throughout the story	Basic Concepts
Subtext	The underlying meaning or message in a scene that is not explicitly stated	Basic Concepts
Twist ending	An unexpected conclusion that alters the audience's perception of the video	Editing Techniques
Trivia track	An audio or visual commentary added to the video that shares fun facts about the content	Post-Production
Method acting	A technique where actors immerse themselves fully into their characters to enhance performance	Production
Character development	The process of creating a believable character that evolves within the narrative	Basic Concepts
Production design	The overall visual concept of a film or video, including sets, locations, props, and costumes	Production
Lighting design	The method of using light to enhance the mood, tone, and aesthetics of a scene	Cinematography
Set dressing	The placement of decorative elements on set to create an appropriate atmosphere	Production

Soundscape	The appealing sound environment created through sound design and sound effects	Audio
Experimental video	Innovative video forms that challenge traditional approaches in film, often focusing on artistic expression	Production
Distribution rights	The permissions granted to share and distribute a video product legally	Distribution
Content licensing	The legal agreement allowing the use of a creator's work by others	Distribution
Greenlight	Approval given to start production on a project	Production
Synchronization	Aligning audio and visual elements to play simultaneously without lag	Audio
Ambient sound	Background noise that adds realism and depth to scenes	Audio
Cut transition	A direct change from one shot to another, with little to no effect applied	Editing Techniques
Speed ramping	Changing the speed of footage over time, speeding up or slowing it down for effect	Effects
Editing style	The distinctive way an editor handles cuts, transitions, and pacing within a video	Editing Techniques
Dialog editing	The specific editing focused on dialogue to ensure clarity and proper pacing	Audio
Formatting	The process of preparing a video for various outlets and specifications	Technical Terms
Audience retention	The measurement of how well an audience stays engaged with video content until the end	Analytics
Promotion	The strategies used to increase the visibility of a video, including advertising and marketing	Marketing
Style guide	A document outlining the stylistic elements allowed in a project, including colors, fonts, and logo use	Branding
Multicam editing	Editing from multiple camera angles simultaneously, often used in live events	Editing Techniques
Call to action (CTA)	Encouragement for viewers to take a specific action after watching the video, such as subscribing or visiting a website	Marketing
Transitional graphics	Visual elements used to ease the viewer from one scene or subject to another	Graphics
Screeener	A pre-release version of a video provided for reviewers before general distribution	Distribution
Ripple edit	A technique that adjusts the timing of multiple clips while maintaining continuity	Editing Techniques
Shot framing	The physical and artistic composition of how subjects are portrayed in a shot	Cinematography
Wipe	A transition where one shot is replaced by another in a sweeping motion	Transitions
Credit roll	A moving list at the end of a video showing the names of people involved in its production	Graphics
Character arc	The transformation or inner journey of a character throughout the narrative	Basic Concepts
Technical director	The person responsible for overseeing the technical aspects of video production	Production
Adaptive bitrate streaming	A method of serving video content that adjusts the quality based on viewer bandwidth	Technical Terms
Content strategy	The planning necessary for creating, publishing, and managing video content to meet objectives	Marketing
Video podcast	Audiovisual format that combines podcast content with video elements	Production
Post-audio production	The stage where audio tracks are edited and finalized after primary video editing	Post-Production
Screenwriter	The person who writes the script for a film or video production	Pre-Production
Captions file	A digital file containing text used for displaying subtitles or captions during play	Technical Terms
Resolution drop	The loss of quality or detail in video due to resolution changes or compression	Technical Terms
	Creating films with significantly limited financial	

No-budget filmmaking	resources often leading to creative solutions	Production
Affiliate marketing	Promotion of products or services within video content for commission-based earnings	Marketing
Demographic targeting	Creating content aimed at specific audience segments based on characteristics	Marketing
User-generated content (UGC)	Material created by non-professionals, typically shared via social media platforms	Production
Graphic overlay	Superimposing graphics over the video to provide additional context or decoration	Graphics
Bitrate adaptation	Dynamically adjusting the bitrate of a video stream based on network conditions to prevent buffering	Technical Terms
Vertical video	Video content created specifically for vertical viewing, commonly used on mobile platforms	Production
Steadicam	A device that stabilizes camera movement providing smooth shots during motion	Equipment
Indirect characterization	Revealing a character's traits through their actions rather than direct statement	Basic Concepts
Photography style	The unique visual approach used in capturing images, influencing the overall aesthetic of the video	Cinematography
Podium mic	A microphone designed for speakers or presenters used in events and recordings	Equipment
Showrunner	A person responsible for the overall creative direction and day-to-day management of a television series	Production
Cinematographer	The chief of the camera and lighting department, responsible for the visual look of a project	Production
Continuity error	A mistake that occurs when there is inconsistency in the visual elements from shot to shot	Editing Techniques
Creative brief	A document providing the framework for the creative direction of a project	Pre-Production
Talent agent	A person who represents aspiring clients in the film industry to negotiate contracts and find work	Production
Field production	The process of filming outside of a traditional studio, often on location	Production
Multi-platform publishing	Distributing content across various platforms for wider reach and engagement	Distribution
Content calendar	A planning tool used for scheduling video content releases and marketing strategies	Marketing
VR (virtual reality) video	360-degree immersive video experiences that allow users to feel present in the environment	Production
Test screening	Previewing a film or video to a select audience to gauge reactions and make adjustments before final release	Distribution
Voice artist	A person skilled in voicing characters or narrations for various media	Audio
Proof of concept	A short realization of a project to demonstrate its feasibility and gauge interest	Pre-Production
Video series	A sequence of connected video episodes produced around a common theme or subject	Production
Brand ambassador	Individuals representing a brand through video content to create an emotional connection with the audience	Marketing
Visual storytelling	Communicating a narrative through visual images and editing rather than traditional dialogue	Basic Concepts
Pro res	A high-quality video codec often used in production and post-production	Technical Terms
Infographic video	Visual representations of information or data presented within a video format	Graphics
Undo function	A feature in editing software that allows users to revert the last action taken	Software Tools
Drag and drop editing	A method in software allowing users to easily rearrange video elements via drag-and-drop functionality	Software Tools
Custom thumbnail	A personalized image used to represent a video on the platform to attract viewers	Graphics

Promotional video	A brief film focused on marketing a product, service, or brand	Production
Stakeholder presentation	A prepared video or slideshow for presenting progress or plans to investors or partners	Production
Editing pace	The speed at which cuts are made in a sequence influencing the viewing experience	Editing Techniques
Consultation	Providing expert advice during any phase of video creation or production	Production
Cooler video	A video created with an intention to showcase unique ideas or styles that distinguish itself from typical content	Production
Viewing metrics	The data collected from audience interactions with video content, revealing engagement level	Analytics
Feedback session	Gathering opinions and suggestions on a video to refine future projects	Production
Sound mixing	The process of blending separate audio tracks into a complete audio product for the final video output	Audio
Tracking shot	A shot where the camera moves along with the subject it is filming	Cinematography
Instant replay	Showing previous footage during a live event in real-time to highlight a moment	Broadcasting
Key grip	The chief technician responsible for building and maintaining equipment used to support cameras	Production
Whiteboard animation	A technique of creating videos that illustrate concepts through sketched images on a whiteboard surface	Production
VFX breakdown	The explanation of visual effects used in a video, often demonstrating the before-and-after	Post-Production
Sponsorship	An agreement where companies provide funding for video content in exchange for exposure	Marketing
Video essayist	A creator who produces analytical content in the video format to explore themes or critiques	Production
Web series	A series of scripted or unscripted videos creating episodic content typically shared on websites	Production
Behind-the-scenes reel	A collection of footage that showcases the making of a film or video including cast and crew efforts	Production
Video resume	A brief video created by a job seeker to showcase their skills and experiences	Production
Outtakes	Clips that were recorded but not included in the final cut of a film, often shown for comedic effect	Post-Production
Video installation	A contemporary art form that involves the exhibition of video works in a gallery setting	Production
Quick cuts	A fast-paced editing style where shots are kept very short, creating a sense of urgency or energy	Editing Techniques
Documentary style	A filmmaking approach derived from actual events featuring interviews, real locations, and narration to tell a story	Production
Film festival	An organized event where films are showcased, often featuring awards and screenings	Distribution
Postmortem	A review process conducted to analyze the successes and failures of a video project after its completion	Production
Access services	Additional resources helping disabled individuals access video content, such as audio description or sign language	Distribution
Stunt performer	An actor trained to perform dangerous acts that are filmed in production	Production
Crowdfunding	Raising funds for a project by pooling small contributions from a large number of people, typically via the internet	Funding
Marketing funnel	A model that illustrates the journey potential customers go through, leading to purchase behavior focused on video campaigns	Marketing
Distribution plan	Strategic outline detailing how a video will be shared with audiences across platforms	Distribution
Video event	An organized occasion centered around video content, typically involving screenings or live	Production

	performances	
Sourcing	The process of gathering necessary materials, footage, or resources for a video project	Production
Quick turnaround	The ability to produce video content rapidly in response to current events or trends	Production
Creative commons	A type of copyright that allows free use of a creator's work under certain conditions	Legal Terms
Vetting	The process of reviewing content to ensure compliance with legal and ethical standards before publication	Legal Terms
Domain expertise	Knowledge in a specific area that guides the creation and context of video production	Production
Distribution channels	Various pathways through which video content is shared, including platforms and partners	Distribution
Video script	The written version of a video that includes dialogue, actions, and indications for editing	Pre-Production
Outreach campaign	A strategic effort to share video content with specific audiences to increase visibility	Marketing
Interactive editing	Editing technique where the user can control aspects such as scene selection or narrative direction via an interface	Software Tools
Prompting	Encouraging viewers to engage with video content through direct questions or challenges	Marketing
Email outreach	Using email as a tool to promote video content directly to targeted audiences	Marketing
Highlight footage	Specific extracted clips from longer content shown to emphasize key moments	Editing Techniques
Signature style	A unique, recognizable method used by a creator across their video content	Stylistic Concepts
Content synergy	Utilizing videos in conjunction with other types of content (blogs, social media, etc.) to amplify messaging	Marketing
Script breakdown	Breaking a script into its component scenes to facilitate pre-production planning	Pre-Production
Editing analysis	Evaluating editing choices and techniques during post-production to improve storytelling	Editing Techniques
Focus puller	Technician responsible for adjusting the camera's focus during the shot to keep subjects in clarity	Production
Content audits	Evaluating existing video content to assess effectiveness and engagement	Analytics
Funding proposal	A document submitted to potential funders outlining the purpose, goals, and budget of a video project	Funding
Voice protocol	A series of guidelines for maintaining the quality and consistency of voice recordings in production	Audio
Production timeline	A detailed schedule outlining each step and deadline in a video project from pre-production to final release	Production
Call to action video	A video that encourages specific actions from viewers, typically related to advocacy or purchasing	Marketing
Litigation hold	The process of keeping video content intact due to potential legal disputes	Legal Terms
Intellectual property rights	Legal rights ensuring that creators control the use of their original content	Legal Terms
Cut duplicates	Utilizing duplicate shots to create visual interest without increasing production time	Editing Techniques
Audience segmentation	Dividing an audience into specific groups to tailor video content towards those segments	Marketing
Editor's note	A message or annotation included within a video to clarify a point or provide additional information	Editing Techniques
Behind-the-scenes featurette	A short video providing insights into the production process and showcasing the efforts of the cast and crew	Production
Cocktail hour video	A lighthearted video typically presented during events to entertain guests before the main festivities begin	Production
Contextual ads	Advertisements integrated into video content that	Marketing

Viral marketing	relate to the themes or subjects of the video itself Creating engaging and shareable video content specifically designed to spread rapidly across platforms	Marketing
Camera tracking	The process of identifying and following a subject's movement in a shot to apply effects consistently	Effects
Proof of concept video	A short version of a project designed to demonstrate its potential viability before full production	Production
TV commercial	A short promotional video segment designed for air on television	Marketing
Promotionally licensed content	Video content created with the intent to promote brands or products in exchange for financial support	Marketing
Interactive storytelling	A narrative technique that invites viewers to engage with the story and influence its direction	Production
Character inspiration	Using real people or traits to develop complex characters in films or video narratives	Basic Concepts
Traditional advertising	Promotional content that follows conventional methods of broadcast or print dissemination	Marketing
Ad placement	Strategically positioning advertisements within video content to maximize viewer engagement	Marketing
Sequence shot	A single shot that captures an entire scene or event without cuts, often used to create immersive experience	Cinematography
Sci-fi video	Content focused on speculative concepts such as advanced science and technology, often involving extraterrestrial life	Production
Executive producer	A financier or individual responsible for overseeing production and maintaining creative direction	Production
Crowdsourcing	Gathering content, ideas, or resources from a large group of people, often through online platforms	Production
Engagement metrics	Data points used to assess how effectively a video captures and maintains viewer attention	Analytics
Ad equivalency value	The estimated financial value of organic video content engagement compared to traditional advertising costs	Analytics
Digital asset management (DAM)	Systems used to organize, store, and access digital content, particularly relevant in video production	Software Tools
Market research	The process of gathering insights on audience desires and preferences that inform content decisions	Marketing
Brand storytelling	The technique of using narrative to convey the values and message of a brand through video	Marketing
Live event coverage	Creating video content documenting a live event, often broadcast in real-time	Production
Content strategy session	Meetings to align video content creation with larger marketing and organizational goals	Marketing
Cinema verité©	A documentary filmmaking style emphasizing naturalistic and unobtrusive shooting methods	Production
Film editing	The art and technique of assembling a film's shots to create a coherent story	Editing Techniques
Video mood board	A collection of visual inspiration to guide the style and tone of a video project	Pre-Production
Action sequence	A part of the video that emphasizes movement and excitement, typically involving stunts, fight scenes, or chase scenes	Editing Techniques
Budget proposal	A financial plan outlining expected costs associated with a video project	Funding
Compelling hook	An engaging opening statement or scene in a video designed to capture interest immediately	Basic Concepts
Trial run	Conducting a rehearsal or testing of equipment and content prior to the real event	Production
Benchmarking	Evaluating performance in relation to competitors or industry standards to identify areas for	Analytics

	improvement	
Video content library	A repository of all video assets used by an organization for reference and reuse	Production
Production costs	All expenses associated with the creation of a video, including equipment, talent, and travel	Funding
Public domain	Creative works that are free to be used by anyone without rights restrictions	Legal Terms
Video showcase	A presentation of select video works to illustrate the capabilities of a creator or a production company	Distribution
Nonlinear storytelling	A narrative approach where events are presented out of chronological order, fostering intrigue and engagement	Basic Concepts
Pop-up video	A format where interactive elements or information bubbles appear while the video plays, enhancing viewer engagement	Effects
Armchair director	A critique or commentary video where individuals analyze films from a personal perspective without formal background	Production
Event highlight reel	A video summary showcasing key moments of an event, often shared afterward to promote future attendance	Production
Session recording	Capturing a video conference or presentation for later viewing and distribution	Production
Captioning service	Services that provide captioning for videos to improve accessibility and enhance viewer experience	Distribution
Video call technology	Tools and platforms used to facilitate real-time audiovisual communication remotely	Technical Terms
360-degree live stream	Live broadcasting that allows viewers to explore their environment interactively in real-time	Production
Reality series	A genre capturing real people in unscripted scenarios for entertainment value	Production
Production ethics	Guidelines ensuring that video content is created responsibly and without harm to subjects or audiences	Legal Terms
Brand refresh	Updating brand elements and messages communicated through video to better resonate with David audiences	Marketing
Event recording	Filming of live events for later playback, documentation, or marketing material	Production
Hype video	An energizing and enthusiastic promotion meant to build excitement about an upcoming event or release	Marketing
Audience interaction	Engaging viewers directly during video presentations to elicit participation or feedback	Marketing
Virtual conference	An online gathering where discussions and presentations occur in a digital space	Production
Fractal design	A method incorporating patterns that repeat at different scales, sometimes used artistically in video	Graphics
Post-script	An additional message or note added after the main content of the video, sometimes used for reflection or commentary	Editing Techniques
Online course video	Educational videos created for teaching purposes, often featured in distance learning programs	Production
Visual cataloging	The process of organizing and categorizing video content for easy retrieval and use	Production
Analytics dashboard	A visual representation of data metrics showing the performance of video content across different platforms	Analytics
Media kit	A collection of promotional materials that showcases a content creator or project to potential sponsors	Marketing
Video refinement	The process of fine-tuning video content post-production to enhance quality and coherence	Post-Production
Streaming service	A platform that provides video content on-demand, typically through subscription or ad-	Distribution

	based business models	
Collaboration tools	Digital platforms used by teams to work together on video projects, facilitating communication and editing	Software Tools
Event promotion video	Specific content created to advertise an event and draw in attendance or viewership	Marketing
DIY video	Content created with minimal resources focusing on a do-it-yourself approach, often shared for educational purposes	Production
Digital portfolio	An online collection showcasing a creator's best work to attract potential clients or collaborations	Production
Channel branding	Creating a cohesive look and messaging across all videos on a particular platform to enhance identity	Branding
Performance capture	Recording the movements of a person to animate a digital character, often used in games and films	Production
Shotgun mic	A type of microphone that offers highly directional sensitivity, used to capture targeted audio	Equipment
Video saturation	The level of color intensity or brightness present in video visuals, influencing overall aesthetics	Technical Terms
Database management	Organizing and maintaining a collection of video content for storage and access	Production
Cinematic experience	Crafting video content to mimic the feel and structure of a traditional cinematic film	Basic Concepts
Sneak peek	A brief look at upcoming content or a project designed to generate interest prior to release	Marketing
Quality assurance	The process of ensuring that video content meets certain standards of quality before distribution	Post-Production
Engagement score	A numerical value representing the level of viewer interaction and response to video content	Analytics
Social media strategy	Planning for how video content will be shared and promoted across social media platforms	Marketing
Platforms analysis	Evaluating the effectiveness of various platforms for distributing video content	Analytics
Vlogging equipment	Tools used specifically for creating vlogs, including cameras, microphones, and lighting	Equipment
Production meeting	Gathering of individuals involved in a video project to discuss progress and objectives	Production
Concept visualizations	Creating rough sketches or digital representations of planned video content to clarify ideas ahead of production	Pre-Production
User feedback	Gathering opinions and reactions from the audience on video content to inform future projects	Analytics
Show style	The unique visual and structural characteristics that define a series or program	Basic Concepts
Project management	The discipline of organizing and executing video projects efficiently and effectively	Production
Digital storytelling	Utilizing digital media tools to craft engaging and narrative-driven video content	Production
Autocue	A screen that displays scrolling text for video presenters to read while looking at the camera	Equipment
Visual effects supervisor	The individual overseeing the creation of all visual effects elements in a project	Production
Distribution strategy	Mapping out how content will be shared with target audiences to achieve maximum reach and effectiveness	Marketing
Secondary footage	Supplementary shots that enhance the story or visuals of a primary video, often used for context	Editing Techniques
Shooting script	The version of a script that includes specific details for filming, such as camera angles and shot descriptions	Pre-Production
Interactive capabilities	Features within video content that allow for viewer interaction or input, such as polls or quizzes	Effects
	Combining video content with other marketing	

Integrated marketing	channels (social media, email, etc.) for a cohesive campaign	Marketing
Model release	A legal document granting permission for the use of a person's likeness in video content	Legal Terms
Post-project review	An analysis conducted after project completion to evaluate success and areas for improvement	Production
Talent scout	A person responsible for discovering and recruiting new talent for video projects	Production
User interface (UI)	Design elements that allow users to interact with video content, particularly in interactive formats	Software Tools
Resolution upscaling	Enhancing the resolution of video content to make it compatible with higher-resolution displays	Technical Terms
Syncopation	In editing, an intentional off-beat rhythm created by timing clips differently to evoke drama or interest	Editing Techniques
Client pitch video	A presentation video created to convince potential clients to engage with a service or product	Marketing
Premise	The underlying idea or concept that serves as the foundation for a video project or narrative	Basic Concepts
Interactivity level	The degree to which viewers can engage with a video, affecting user experience and retention	Production
Thematic storytelling	Utilizing prevalent themes in narrative and visuals to connect with the audience's values and ideas	Basic Concepts
Feedback form	A survey designed to gather audience reactions and opinions on video content, helping to guide improvements	Analytics
Public release	Debuting a video to a wider audience without restrictions, enhancing visibility	Distribution
Summative assessment	Evaluating the outcomes of a project post-release to measure impact and audience response	Analytics
Video installation art	Combining video technology with artistic environments, often in galleries or art spaces	Production
Access protocol	Guidelines ensuring video content is accessible to individuals with disabilities, including captions and descriptions	Legal Terms
Ad-supported content	Video media funded by advertisements displayed to viewers during playback	Marketing
Executive summary	A concise overview of a project that communicates key elements and goals, often shared with stakeholders	Pre-Production
Video disclaimer	A statement included in video content that warns viewers about specific material, often for legal protection	Legal Terms
Main character	The primary figure within a narrative around whom the story revolves	Basic Concepts
Secondary characters	Supporting figures in a narrative that help develop the main character's storyline	Basic Concepts
Segment	Division of video content into distinct parts, each focused on separate topics or sections	Editing Techniques
Reference footage	Clips used to inspire or inform editing choices, sometimes marked for potential use	Editing Techniques
Streaming analytics	Collecting and analyzing data on how viewers consume streamed video content	Analytics
Micro-content	Very short video segments designed for quick consumption, typically shared on social media	Production
Video companion piece	An additional video that enhances or relates to the main video content, providing more depth	Production
Audience test	A gathering of specific viewers to watch and provide feedback on a video prior to release	Production
Video introduction	A short opening segment designed to hook viewers and introduce the video's content	Basic Concepts
Timecode	A reference point in video that allows for precise identification of specific frames or moments	Technical Terms
Video mounting	Physical installation of screens or projectors for video display at events or presentations	Technical Terms

Traditional video production	Standard methods of producing video, typically involving multiple crew members and equipment	Production
Monetization	The process of generating revenue from video content through ads, sponsorships, or products	Distribution
Video optimization	Enhancing video content for improved discoverability and engagement on various platforms	Marketing
Dynamic content	Real-time customized video offerings based on viewer preferences or behaviors	Production
Campaign video	A promotional video created to engage audiences for specific marketing initiatives or events	Marketing
Video concept proposal	A document that outlines the ideas, objectives, and intended outcomes of proposed video content	Pre-Production
Reshoot	Re-recording segments of video to improve quality or to correct errors found in the initial recording	Production
Video sequencing	The method of arranging video clips in a specific order to effectively tell a story or convey an idea	Editing Techniques
Closed recording	Capturing footage meant for internal use only, not intended for public release	Production
Impact strategy	A structured plan focusing on maximizing the meaningful impact of video content on its target audience	Marketing
Video footprint	The overall reach of video content across platforms, measured by views, shares, and interactions	Analytics
Social sharing tools	Platforms and functionalities that facilitate the distribution of video content across social networks	Software Tools
Digital content agency	A business focused on creating and promoting digital multimedia content, including video	Production
Content delivery network (CDN)	A system of distributed servers that delivers video content to viewers for improved speed and performance	Technical Terms
Collaborative editing	Working with a team to edit video content in unified editing environments or software	Software Tools
Storyboarding software	Digital tools for creating and organizing visual storyboards prior to production	Software Tools
Web series episodic format	Structuring video content into short episodes that follow a particular narrative, typically distributed online	Production
Legal clearance	Ensuring all content within a video complies with copyright and licensing regulations before distribution	Legal Terms
Influencer collaboration	Partnering with social media leaders to promote video content, increasing its reach and audience	Marketing
Camera operator	The individual responsible for operating the camera and capturing video footage during production	Production
Video journalism	Reporting and storytelling through video media, often seen in news and documentary formats	Production
Pre-production checklist	A comprehensive list of tasks that must be completed before filming begins, ensuring all elements are organized	Production
Raw footage	Unedited video captured during filming, representing the first stage of content before it is processed	Production
ROI of video content	The return on investment generated through engaging video content, often measured through audience engagement and conversions	Analytics
Segmentation strategy	Dividing video content based on demographics or viewer behavior, allowing for targeted marketing efforts	Marketing
Video commitment	A binding agreement concerning the production and/or distribution of video content, ensuring obligations are met	Legal Terms
Creative development	The process where ideas are conceptualized and refined for intended video projects	Production
	A logo or graphic overlay on a video to signify	

Video watermark	ownership and prevent unauthorized use	Legal Terms
User interface testing	Evaluating how effectively viewers can navigate interactive video elements or platforms using data and feedback	Software Tools
Impact documentary	A type of documentary designed to create social change by engaging and informing audiences	Production
Key opinion leader (KOL)	An expert or influential individual whose opinions can shape perceptions about a brand or project in the video industry	Marketing
Reporting analytics	Collecting and analyzing data related to video performance to inform future projects and strategies	Analytics
Geofencing marketing	Using location-based technology to deliver relevant video content depending on viewer's physical location	Marketing
Feedback loop analysis	Evaluating responses from viewers on video projects for informed adjustments and performance measurement	Analytics
Synchronized sound	The combination of audio and visual elements that occur simultaneously in a video for enhanced realism	Audio
Video conference production	Creating video content designed for virtual meetings, seminars, and conferences	Production
Performance metrics	Data indicators that assess the success and engagement levels of video content	Analytics
Freelance videographer	A self-employed individual specializing in creating video content for various clients and projects	Production
Creative collaborations	Joint efforts by multiple creators to conceive and produce engaging video content	Production
Content seasonality	Adjusting video content and themes based on seasonal trends and audience preferences	Marketing
Audience activation	Engaging viewers to take defined actions based on their experience with video content	Marketing
Video ratings	Viewer assessments of video content measured through a scoring system to gauge popularity or quality	Analytics
Social listening, Engaging with audience reactions and feedback in real-time to tailor future video content"	Analytics	NaN
Peer reviews	Feedback gathered from fellow creators or industry experts to refine video projects before public release	Production
Video preservation	Ensuring that video content is stored and maintained for long-term accessibility and viewing	Production
Post-production tools	Software and applications used during the final stages of video editing, including color grading and sound design	Software Tools
Interactive infographics	Visual representations of information that allow for viewer engagement through interaction with video elements	Graphics
User retention tactics	Methods used to keep audiences engaged and returning to video content over time	Marketing
Strategic partnerships	Collaborations between multiple stakeholders to enhance the reach and impact of video projects	Marketing
Content lifecycle management	The process of tracking the creation and distribution of video content over time to maximize reach and effectiveness	Production
Television series	A set of related video content designed to air episodically on television platforms	Production
Content monetization strategy	A structured approach to generating revenue streams from video projects through various channels	Marketing
Virtual production technology	Using digital environments to create footage with high degrees of realism while filming	Production
Invitational marketing	Strategies focused on inviting viewers to participate in campaigns and share experiences through video	Marketing

Infinity loop video	A video format that seamlessly connects the beginning of content with its end, allowing for constant viewing	Production
Engagement marketing	Utilizing content to create meaningful interactions between brands and audiences through video	Marketing
Training video	Content produced to educate viewers about processes or topics, often used in professional settings	Production
Policy compliance	Adhering to legal and ethical standards set for video content production and distribution	Legal Terms
Event highlight compilation	A multi-video summary showcasing significant moments or achievements from an event	Production
Explainer video	A brief format designed to simplify complex topics and concepts through engaged storytelling	Production
Annotated video	Adding explanatory notes or information to a video for clarity and context as part of the editing process	Editing Techniques
Selective editing	Choosing specific sections from footage for inclusion in the final cut, often aimed at emphasizing the most important elements	Editing Techniques
Supplemental content	Additional video pieces that accompany and enrich a primary video, helping to build a deeper narrative or analysis	Production
Persuasive video content	Video aimed at convincing viewers to take action, whether to purchase a product or support a cause	Marketing
Data-driven content creation	Developing content based on analytics and audience behavior insights to improve performance and relevance	Marketing
Confidentiality agreement	A legal document stating that parties will keep information private during and after a project	Legal Terms
Short-form video	Content designed to last only a few seconds to a few minutes, focusing on quick, impactful messaging	Production
Platform optimization	Adjusting video content to fit the best practices and specifications of different distribution platforms for maximum reach	Technical Terms
Streamlined editing process	A simplified approach to editing video content that emphasizes efficiency and clarity	Editing Techniques
Platform compatibility	Ensuring video content plays correctly across various devices and applications	Technical Terms
Content retrieval systems	Organizational methods and technologies facilitating the efficient access of video assets when needed	Production
Broadband video	High-speed delivery of video content through broadband internet networks for better quality and streaming capability	Technical Terms
Content calibration	Refining and aligning video messaging to resonate with the target audience's preferences	Marketing
Influencer endorsement	Collaboration with public figures to promote video content, leveraging their audience reach and credibility	Marketing
Digital video editing suite	Set of tools and software utilized specifically for digital video editing and production processes	Software Tools
Omni-channel marketing	Strategies integrating video content across multiple channels for consistent branding and messaging	Marketing
Flexible shooting schedule	Having a dynamic production timeline that can change based on progress and unforeseen challenges	Production
Influencer marketing strategy	Guided plans on how to leverage influencers effectively to amplify video reach and engagement	Marketing
Project oversight	Management and supervision ensuring that video projects align with goals and budgets	Production
Problem-solving sessions	Collaborative discussions aimed at identifying and addressing challenges within video production or marketing strategies	Production
	The legal or managerial endorsement of the final	

Script approval	version of a script before production begins	Pre-Production
Resource allocation	Deciding how to best distribute personnel and materials across video projects to maximize effectiveness	Production
Digital advertising campaign	A campaign aimed at promoting video content using online advertisements to reach target audiences	Marketing
Video sponsorship proposal	A formal request for partnership to secure funds for producing specific video content in exchange for promotion	Funding
Platform-specific editing	Crafting video content tailored for particular platforms (e.g., TikTok, Instagram) to maximize engagement	Editing Techniques
Narrative framework	The overarching structure that outlines how the story will be told within a video project	Basic Concepts
Bulk uploading	The ability to upload multiple video files simultaneously to a distribution platform to save time and streamline the process	Software Tools
Audience survey tools	Online forms used to collect viewer feedback and insights regarding video content	Software Tools
Cinematic narrative style	Visual storytelling that mimics the traditional aspects of film making to enhance viewer engagement	Basic Concepts
Custom production package	A unique offer encompassing various video production services tailored to specific client needs	Production
Video survey	An interactive format that combines asking questions with video, providing richer feedback from participants	Analytics
Engagement multiplier	Techniques used to enhance audience interaction with video content, often improving retention rates	Marketing
Practical applications	Real-world usage scenarios for video content designed to illustrate applicability and problem-solving scenarios	Production
Visual continuity	Ensuring consistent visual elements across different scenes or segments within a video project, aiding in storytelling	Editing Techniques
Video research	Investigation into relevant topics, trends, or audience preferences to guide video production and strategy	Production
HD video production	Creating video content in high definition formats to ensure clarity and quality	Production
Video essay components	Elements that make up a video essay, including narrative, visual presentation, and analysis	Production
Sponsorship opportunities	Potential avenues for brands and companies to partner with video creators for mutual benefit	Marketing
Cultural commentary, Analyzing and discussing cultural phenomena through the lens of video content to engage discussions"	Production	NaN
Client satisfaction evaluation	Assessing clients' feedback and satisfaction with video content and production processes	Analytics
On-demand video services	Content available for viewing at the viewer's convenience, often through streaming platforms	Distribution
Lifestyle video	Content highlighting specific lifestyles, behaviors, or choices, often aiming for a relatable connection with audiences	Production
Content rigor	Striving for high quality and integrity in the production process of video content	Production
Brand authenticity	Ensuring video content honestly represents the brand's values and mission, fostering a genuine connection with the audience	Marketing
Multiplex viewing	The capability of viewing multiple videos or feeds at once, often utilized for content comparison or analysis	Technical Terms
Master shot	The longest continuous shot capturing the entire scene, often used as a reference for other shots	Cinematography

Digital storytelling techniques	Methods employed to create engaging narratives using digital video formats	Production
Sustainability in production	Practices ensuring that video production is environmentally conscious and socially responsible	Legal Terms
Video onboarding	Content developed to efficiently introduce new employees or users to a system or process through video	Training
Integrated creative team	Group of diverse professionals collaborating across various disciplines to produce quality video content	Production
Interactive case studies	Utilizing video to demonstrate practical applications and scenarios for educational or promotional purposes	Production
Proximity marketing	Promoting video content based on geographical location targeting consumers nearby	Marketing
Video gig economy	Creating opportunities for freelancers or part-time contributors to produce video content across various sectors	Production
Project feasibility study	Evaluating the practicality and viability of a video project before initiating production	Pre-Production
Linear video experience	A traditional flow of content where viewers watch from beginning to end without interruptions or branching paths	Basic Concepts
Testimonial video	Content featuring clients or customers sharing their positive experiences with a product or service through video	Marketing
Visual effects pipeline	The series of steps involved in creating and implementing visual effects, from conception to execution	Production
Conceptual art video	Explorative content blending artistic narratives with digital video elements to provoke thought and discussion	Production
Behind-the-scenes documentary	Creating a video narrative that captures the making and behind-the-scenes stories of video projects	Production
Production team roles	Diverse positions occupied by individuals working together to create video content, including editors, cameramen, and directors	Production
Data visualization in video	Using graphics and visuals to represent data and information vibrantly within video content	Graphics
Audience-building strategy	Methods used to cultivate a robust community of viewers and ensure loyalty to the creator's video brand	Marketing
Adherence to industry standards	Ensuring production practices align with recognized benchmarks and expectations in the industry	Production
Video rebranding	Updating or changing a brand's video identity to enhance or redefine its public image	Marketing
Diversity strategy	Focusing on including varied perspectives and voices in video content creation	Marketing
Packaging of content	Creating cohesive and appealing presentation elements for video, including branding and promotional materials	Marketing
Challenge video	A type of content where creators undertake physical or mental challenges, often shared for entertainment	Production
Audience engagement campaigns	Strategic efforts aimed at getting viewers to participate actively with video content	Marketing
Failure analysis	Examining past video projects to uncover flaws and improve future production outcomes	Production
Community-centric video	Creating content that directly addresses the interests and needs of specific communities	Production
Template-driven editing	Using pre-designed video templates to ease the editing process and ensure aesthetic consistency	Editing Techniques
Creative consultation	Collaborative discussions aimed at refining and enhancing video content ideas	Production
Viral content strategies	Planning for creating and promoting content with the intention of encouraging rapid sharing	Marketing

Iterative video production	An approach to video creation and editing that emphasizes feedback and refinement through multiple cycles of iteration	Production
Augmented reality video	Combining digital elements with the real world in video content to enhance viewer interaction and experience	Production
Sensitive content protocol	Guidelines for handling and presenting topics that may be controversial or distressing in video	Legal Terms
Production financial management	Tracking and regulating the budgetary aspects of video projects to prevent overspend	Production
Client relationship management	Building and maintaining positive interactions with clients throughout the video production process	Marketing
Action and adventure video	Content that prioritizes dynamic and thrilling sequences, tapping into excitement for audience engagement	Production
Personal branding video	Content created by individuals to showcase their skills, expertise, and personal story for career development	Production
Online video learning modules	Educational content delivered through video designed for self-paced learning	Training
Consensus building	Gathering agreement among stakeholders on key aspects of video projects to create a united front	Production
Archival footage usage	Incorporating older video materials into new projects to provide context or history	Editing Techniques
Beta testing phase	Trial runs of video content among a select audience used to gather data and improve final output before full launch	Analytics
Video breakthrough moments	Key instances in video projects that significantly shift narrative direction or viewer engagement	Basic Concepts
Collaborative video projects	Production involving multiple creators or teams working together towards a common goal	Production
Cross-platform analytics	Evaluating video performance across multiple channels to gain insights into audience behavior	Analytics
Creative ideation processes	Generating new concepts and innovative ideas for video content creation	Production
Social impact projects	Video projects aimed at raising awareness or initiating discussions on social issues	Production
Content viral lifecycle	The study of how video content moves through stages of visibility, engagement, and sharing in the audience's ecosystem	Analytics
Brand integration	Seamlessly incorporating products or services into video content while maintaining storytelling flow	Marketing
Engagement-driven content	Video focused on capturing the audience's attention and prompt reactions	Marketing
Project deployment	Final rollout of video projects across selected channels or platforms	Distribution
Organizational storytelling	Using video to convey the mission, values, and culture of an organization in an engaging manner	Production
Personal connection in video	Developing relatable narratives that fosters emotional response and bonding with viewers	Basic Concepts
Peer feedback loops	Engaging fellow creators in providing critique and suggestions based on shared video content	Production
Social equity in video, Promoting diverse and equal representation in video content creation to reflect various cultures and perspectives"	Production	NaN
Monthly viewership metrics	Regular tracking of viewer counts over time to assess trends and growth in video popularity	Analytics
Educational outreach	Creating video content aimed at teaching specific skills or knowledge to target audiences	Production
Long-form storytelling	Extensive narratives in video form that allow for detailed exploration of themes and characters	Basic Concepts
Time-based marketing	Aligning video releases with specific dates or events for relevance in a consumer's calendar	Marketing
Remote production tools	Technologies enabling video production, especially on-location, without needing large in-person crews	Equipment