Oppida:
an all things rich media glossary

Oppida

Animatic

A low-fidelity mockup of an animation, used to guide the design process and make amends to the way that things look before the most labour-intensive components of the animation process take place.

Animation

Complex moving images created digitally (rather than being filmed), often featuring a combination of characters, backgrounds, images, textures, and other visual assets.

Background music

Songs tuned down to a low / soft audio level in the background of the video.

B-Roll

Secondary footage, usually stock, used to illustrate or emphasize a particular concept or moment.

Cut

The moment that one clip ends and another begins.

Exporting

The computer-intensive process of creating a finished video file from editing softwares such as Premiere Pro or After Effects.

Frame

Videos are made of many images that are played back in very quick succession to create the illusion of motion. Images in this sequence are referred to individually as frames. Most modern videos run at either 24, 25, 29.97, 30 or 60 FPS, or frames per second.

Lower third

A motion graphic element that appears in the "lower third" of a video's frame to signify a particular person's name and role - for example "Ethan Cohen, Video Editor". These are frequently seen in interviews.

Logo sting

The use of motion graphics to make the client's logo appear, write on or otherwise reveal itself on-screen. Also referred to as an animated logo.

Motion graphics

Simple animations, frequently used for elements such as lists, title cards, or logo animations. Motion graphics are usually embedded into other videos.

Motion style guide

Similar to the "brand guidelines" used by organizations, a motion style guide allows video editors and motion designers to form templates for motion graphic elements such as logo stings, transitions and lower thirds that can be used to remain consistent across videos.

Resolution

The number of pixels in each frame of the video. Common resolutions are often referred to based just on the vertical number of pixels, such as 720p (also called HD), 1080p (also called Full HD), and 2160p (also called 4K). Quality videos should be 1080p or higher - although in general, higher resolutions such as 4K are overkill for ordinary screen sizes and internet connections. The larger the resolution, the larger the file size of your video will be, and the better your internet quality will need to be for it to display properly if watching online.

Screencap / screenshot

Photo or video taken directly from a computer screen, usually used to explain something that is happening on-screen or to illustrate a particular concept.

Script

Pre-planned text to be read out by the video's SME or presenter.

Static graphics

Still images created through a graphic design process.

Storyboard

Photo or video taken directly from a computer screen, usually used to explain something that is happening on-screen or to illustrate a particular concept.

Style frames

A singular finished frame of an animation or motion graphic piece that has not yet been completed, used in a similar manner to animatics. Style frames are used to give feedback and make amendments prior to the most labour-intensive components of the process.

Thumbnail

The image displayed before a user clicks "play" on a given video - thumbnails generally serve a similar purpose to title cards, but can be formatted differently.

Timecode

The exact timing of a particular moment in a video. A two-and-a-half minute video would start at 00:00 and finish at 02:30.

Title card

Like the video version of a book's front cover, a title card signifies what the content of the video will be. Title cards usually include information such as who will be speaking, the title of the video, the name of the course featuring the video, and so on.
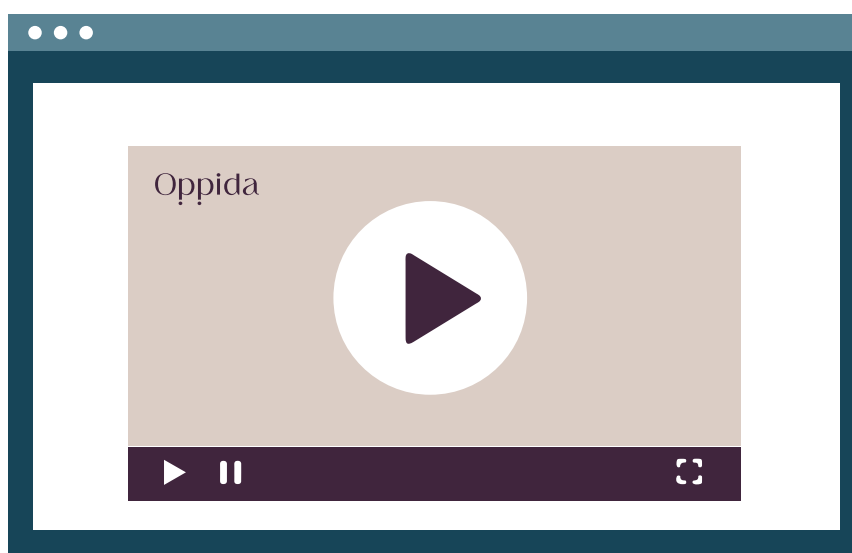
Transition

Motion graphic or visual effects elements used to move from one piece of video to another.

Uploading

Taking a local file (ie. stored on your computer's hard drive) and putting it on the Internet.

Video pre-production

The process of scripting, creating animatics or storyboards, and other planning that may need to be done prior to filming or animating.

Video production

The process of lighting, filming, and capturing sound.

Video post-production

The process of video editing, making colour corrections, adding other assets, and other changes that may take place after filming has finished.
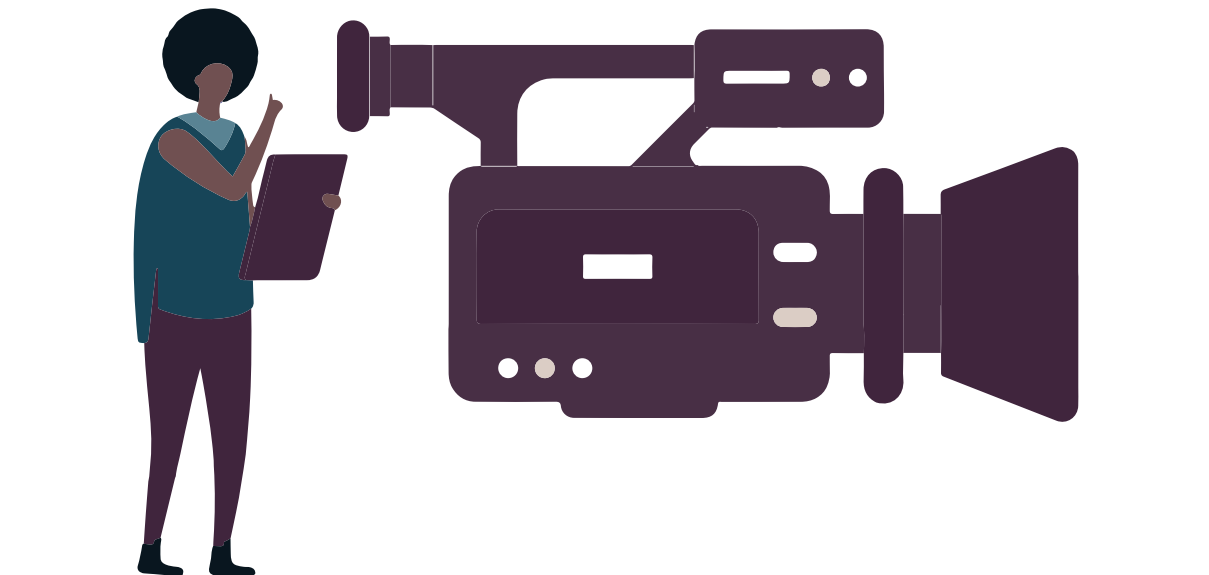
Visual effects

Altering a video in ways that are intended to be unnoticeable. For educational videos, this is usually limited to processes such as recolouring video footage or removing distracting background objects.

Watermark

A slightly transparent version of the client's logo, positioned somewhere in the video to remain on-brand and to prevent video theft without being distracting.

At Oppida, we believe in empowering your rich media projects with a comprehensive understanding of key industry terms and practices. Whether you're exploring the basics or managing the complexities of video production, Oppida will provide tailored guidance to ensure your project shines.

Set up a consultation with a member of our team today, and discover how we can help you refine, enhance, and streamline every aspect of your video production, from pre-production to post-production, ensuring that your content reaches its full potential.

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