AVTF exam 1 study guide

**Broadcasting** is the distribution of audio and/or video content to a dispersed audience via any electronic mass communications medium, but typically one using the electromagnetic spectrum (radio waves), in a one-to-many model.

**Camcorder** - An appliance that both captures moving images (camera) and stores them internally or via SD card

**Digitize** - To record images and sound as numerical data either directly in a camcorder or in the process of importing them to a computer

**Pre-production** - Preparing the program content and organizing the shoot, before the production actually starts

**Production** - The process of actually recording the material for a program

**Postproduction** - Editing the audio and video raw materials of a production to create a finished program

**Image** - A single video picture, like a single word in a speech

**HDTV** - Video whose images show much finer detail than those of traditional video

**Scene** - A group of closely related shots, like a verbal paragraph

**Film score** – background music used to set the tone of a scene

**Foley** - is the reproduction of everyday sound effects that are added to film, video, and other media in post-production to enhance audio quality.

**Rule of thirds** - guideline which applies to the process of composing visual images such as designs, films, paintings, and photographs. Looks like a tic tac toe grid

**Cable identification**

HDMI, RCA, Coax, USB to 4 pin

**Audio cable identification**

XLR, 1/8 mini, ¼ inch

**Types of microphones**

Floor mic, Lavalier, shotgun

**Identify camera angles**

OTS, CU, low angle, high angle, dolly in/ out, truck l/r, tilt, pan

**Compare and contrast**

Branding vs marketing, interlaced scanning vs progressive scanning

16x9 vs 4x3 (aspect ratio)