

ADM

## 201.01 Key Terms

Graphics – visual presentations with the purpose to brand, inform, illustrate, or entertain. An image that is generated by a computer called graphics. Examples include photographs, drawings, Line Art, typography, symbols or other images.

Animation – the process of creating the illusion of continuous motion by means of rapid display of a sequence of still images that slightly differ from each other. Animations can be recorded or stored using a variety of media such as Flip book, motion picture film, videotape, on digital media, including formats such as animated GIF, Flash animation or digital video. To display it, a digital camera, a computer, or a projector is used. Animation creation methods include the traditional animation creation method and those involving stop motion animation of three-dimensional objects, e.g. puppets, clay, or Lego figures.

Audio Production – The recording and reproduction of sound (music, human voice, sound effects, etc.) captured electronically (digitally) or through mechanical means.

Video Production – Sometimes called videography, video production is the process of videotaping, editing, and distributing a finished video product. Products include television production, commercial video production, and corporate and event videos.

Web Design – The process of creating presentations of content that are delivered to an end-user through the World Wide Web, using a web browser.

Graphics Designer – A specialist in visual arts, typography, page layout, user interface design, and print work.

Art Director – A director of interpretive art in advertising and marketing, translates messages, concepts, and ideas into imagery for a variety of purposes.

Photographer – A photographer captures visual images for a wide range of creative, technical, and documentary purposes, frequently uses software to digitally enhance images.

Front-End Web Developer – A front-end developer creates the visual components of a website. This includes the graphics, buttons, logos, and other components of a page that the user interacts with.

Video Game Designer – A video game designer creates and animates the characters, objects, and environments of a video game, including gameplay, structures, and rules.

Character Animator – A character animator is specifically skilled at creating 2-D for 3-D characters and animates their realistic mechanics and interactions.

**Special Effects Developer** – A special effects developer creates realistic and imaginative scenes for theater, television, movies and the internet. They use CGI, make-up, environments, mechanics and other tools in their craft.

**Simulation Creator** – A simulation creator designs educational animations or simulations that are used to teach a process or interactively demonstrate a concept.

**Audio Engineer /Sound Technician** – An audio engineer, sometimes referred to as a sound technician, manages equipment and monitors levels during the actual recording process or live performance. Appropriate set-up to achieve the best possible sound is a key role in the job.

**Careers in Radio** – Jobs in radio include all positions required to produce a radio broadcast. This includes, among others, announcer, audio engineer, music director, and program director.

**Audio Editor** – An audio editor cuts, splices, and mixes audio clips. Then, they arrange the clips into a well-composed audio production to convey a message to the audience.

**Foley Artist** – A Foley artist recreates the realistic ambient sounds that a movie or film portrays.

**Director /Technical Director** - The director or technical director takes the project from the beginning of a script into a full video-production. They also oversee camera angles, lighting, set design, and more.

**Camera Operator /Videographer** – A camera operator, or videographer, follows the instructions from the director to capture footage during the production of a video.

**Video Editor** – A video editor manipulates the raw video footage and/or audio clips and combines them into a sequence to create a final product.

**Production Assistant** – A production assistant is in charge of various aspects of production such as lighting (gaffer), cable management (grip), and others.

**Web Designer** – A web designer plans, designs, and maintains webpages on the internet. They write HTML or CSS code that makes websites work and allows for user interaction.

**Programmer** – A programmer is an expert in a variety of computer code languages. They also create software, standalone computer programs, and/or web pages.

**Mobile App Developer** – a mobile app developer designs interactive experiences in a variety of mobile platforms using new and emerging technologies and code languages.

**Web Specialist** – A web specialist is a developer that specializes in a particular field of web design (usability, accessibility, marketing, search engine optimization, page architecture, etc).