

# Fundamentals of Audio/Video Production

## Audiovisual

integration of sound and images

## Script

document outlining the details of an audiovisual production

## Active Voice

style of writing in which the subject performs an action indicated by the verb;  
example: Jane eats apples

## Passive Voice

style of writing in which the verb acts upon the subject receiving rather than initiating the action; example: apples are eaten by Jane

## Evocative

tending to evoke strong images, emotions or memories

## Videography

process or art of capturing moving images on electronic media

## Headroom

space in the shot above a subject

## Lead Space

extra space included in the direction a subject is looking or moving; may also be referred to as “looking space” if the subject is not moving

## Rule of Thirds

theory in picture composition stating imaginary lines should be used to divide the shot into thirds horizontally and vertically, creating nine equal blocks, then focal points should be placed on the lines and at the intersections

## Distortion

alteration of the sound wave

## Foley Sounds

artificially created, realistic action noises, such as footsteps, recorded separately from video and synchronized with visuals during post production

## Film Score

original background (instrumental) music written for a movie

## Editing

process of manipulating and rearranging video clips to create a final product

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## Kuleshov Effect

theory developed, studied and demonstrated by Soviet filmmaker, Lev Kuleshov which states viewers derive more meaning from the interaction of multiple shots than from a single shot in isolation

## Normalization

process of adjusting all sound levels so they average or peak at a consistent target level

## Equalization

process of boosting or reducing levels of various frequencies (pitch)

## Room Tone

“silence” recorded on location; only background noise is captured

## Automated Dialogue Replacement (ADR)

process of re-recording audio in studio in synchronization with the video

## Lower Third

textual on-screen label identifying people, places, etc.