BTEC Tech Award in
Creative Media Production
Keywords

BTEC

Acoustics	the study of sound and the way it behaves in different environments
Alpha release	an initial, incomplete version of a video game, usually released early in the development process to help with testing and prototyping
Audience positioning	the way in which a media text places the audience, i.e. as voyeur or as part of the text
Beta release/ Beta testing	early release of a video game, following alpha release, aiming to get feedback and remove bugs
Binary opposites	when characters, themes or locations are complete opposites, i.e. urban/rural, good/evil
Copyright	an automatic right that protects a piece of written or recorded work from being copied or used by anyone else without the copyright holder's permission
Demographics	a way of describing a group of people according to factors such as age, gender, ethnicity, social class etc
Dry sound	capturing audio with no acoustic environment properties, also known as 'dead sound'
Enigma code	when an audience is left not knowing the answer, i.e. a question mark in a digital publishing product or when a plot line is left open at the end of a soap opera
First playable	the first version of a game that is playable; often used to demonstrate the game's proof of concept
Foley	creating, adding and/or synchronising sound effects with pre-produced animations or full motion video sequences – named after Jack Foley, sound editor at Universal Studios
Gold master	the term used to indicate that the game is ready for mass distribution
House style	the name given to the overall design concept applied to a magazine, website, or media company
Location footage	moving image shots yet to be edited
Mise-en-scene	literally 'putting on stage' in French, meaning creating a setting for a scene in a production
Mode of address	the way a media text address its audience, i.e. a news reader speaks directly to the audience, (direct mode of address)
Pitch	a short proposal to persuade a client to use your production idea
Psychographics	a way of describing a group of people based on their attitudes, opinions and lifestyle
Role-playing video game (RPG)	a game where in the human player takes on the role of a specific character
Strapline	a subheading directly over a headline
Treatment	detailed pre production documents that outline how a media product will be produced
User-generated content	covers a range of media content produced by members of the general public for a media production
Surround sound	the effect of creating sound around the listener by the use of multiple speakers
Transition	how an edit links one shot to another, i.e. cross fade/wipe
USP	unique selling point, often used in advertising
White space	areas of a digital publishing product that contain no information, i.e. a margin

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