



## Motion City Media Glossary

**2 Dimensional (2D) Floor Plan**- A floor plan drawn in two dimensions is a 'flat' drawing of the analyzed property. A 2D floor plan includes the layout of rooms, the walls' positions, fixtures such as doors, windows, and staircases.

**3 Dimensional (3D) Floor Plan**- These floor plans are drawn in three dimensions, i.e., length, breadth, and height. A 3D floor plan includes intricate details such as walls, doors, windows, furniture entities, flooring, etc. It also shows an aerial view of the property and allows architects to suggest interior design modifications with ease.

**360 Degree Spin**- A circular photograph that the user can spin around and look in every direction of a property. The user can click from one spot to the next to virtually walk through the home. (Products that we offer include Matterport, Cubicasa, and Zillow 3D).

**Bracketing**- Creating several photos with different settings between the brackets.

**Color Correction**- Adjusting sharpness, hue, contrast, and vibrancy to bring out the most of dull, muted, or bright colors. It offers every part of an image, a sufficient amount of color and brightness.

**Contrast**- The degree of difference between two colors or between the lightest lights and darkest darks in an image.

**Copywriting**- The act or occupation of writing language for the purpose of advertising or other forms of marketing.

**Custom Domain**- Also known as vanity URLs, these domains appear in the address bar at the top of every browser and are unique to a specific website. All Motion City Media single property websites have a custom domain.



**Drone Stills**- Photographs that allow a real estate professional to show off the entire outside of a property, flying above the home, showcasing angles that other methods simply can't.

**Drone Videography**- A video that allows a real estate professional to show off the entire outside of a property, flying above the home, showcasing angles that other methods simply can't. With real estate drone shots, you can have overhead angles of a property that give viewers a more concrete sense of the size and the actual look of the home, and neighborhood.

**Grass Replacement**- Replacing any dull, muddy, or brown grass with lush, green grass digitally.

**Hand Blending**- One of the most advanced real estate photo editing techniques. You can combine different shots of the same place to create a final image that displays the best part of each shot together in one photograph. It is used to modify the perspective, erase unappealing elements, or create an improved version of a room.

**HDR 5 Bracketed Image**- A photograph captured with different exposure settings. The purpose of this is to cover more of the dynamic range. Bracketed photos are used to create an HDR (high dynamic range) photo.

**Headshots**- A modern portrait captured by a photographer where the focus is on a person. The term is applied usually to professional profile images on social media, websites, or other real estate marketing collateral.

**High Dynamic Range (HDR)**- The High Dynamic range is simply the range of the lightest tones to the darkest tones within a photo. At Motion City Media, all of our photos are HDR, allowing for dramatic and inspiring visuals.

**Hue**- Made up of the three primary colors (red, blue, and yellow) and the three secondary colors (orange, green, and violet) that appear in the color wheel or color circle.



**Image Cropping**- Reducing the area surrounding the home to create a tighter, more eye-catching scene for single property websites or MLS pages.

**Item Addition**- Digitally adding an item to a photograph once it has been fully edited.

**Item Removal**- Digitally removing an item from a photograph once it has been fully edited.

**Landscape Image**- When the frame of an image is in the landscape display, the top and bottom edges are longer than the sides. To create a dramatic and exciting image, you would use a landscape display. At Motion City Media, we photograph using landscape dimensions.

**Neighborhood Amenities**- Characteristics of a residential or commercial property's surrounding area that are considered beneficial by potential buyers or tenants.

**Noise**- The appearance of blurred dots on the image that makes the desired information look unclear. It occurs due to various reasons such as low-light conditions, fault in pixel density, or long exposure time.

**Optimal Photo Session Time**- The time of day when the sun is shining on the front of a home. (East-facing homes photographed in the morning. West-facing homes photographed in the afternoon. North/South-facing homes photographed any time of day).

**Perspective Correction**- Bringing the architectural photograph to the right angle by removing the tilt-shift. In it, distorted horizontal and vertical lines are simply aligned together which gives a more natural and real, tilt-free appearance.

**Photographer Arrival Window**- The time that our photographer will be arriving at the home. This is typically a half-hour window. If the photographer's arrival window changes, our internal Motion City Media team will be in contact with you.

**Photo Ready**- The home is ready to be photographed, meaning that it is cleaned, organized, and properly staged.



**Prepare Sheet-** A sheet listing out tasks that should be completed before a photo session begins. When a home is prepared, it is cleaned, organized, and properly staged.

**Portrait Image-** When the frame of an image is in the vertical display, the side edges are longer than the bottom and top edges. As a result, the subject appears wider and taller.

**Real Estate Photography-** An artistic photography style that includes capturing favorable photographs of commercial and residential property.

**Sharpness-** Describes the clarity of detail in a photo and can be a valuable creative tool for emphasizing texture.

**Single Property Website-** A website with its own unique URL, that has one purpose: to showcase a property that is on the market and help to advance the sale. It's wonderful for increased exposure, SEO, and online traffic to listings.

**Sky Replacement-** A photo editing process using digital tools to alter or replace the sky background in a picture during the post-production phase. For photo sessions on gloomy days, this process is essential.

**Slideshow Video-** A video comprised of photos that transition from one to the next in the order of how you would tour a home. These are typically used on single property websites or on social media to offer an eye-catching way to examine images of a property.

**Social Media Video-** A video that is typically less than 60 seconds long and is created for use on social media. These videos are typically very eye-catching, informative, and exciting for viewers to watch.

**Vibrancy-** A tool that allows photographers to increase the intensity of muted colors while leaving saturated colors untouched.



**Video walkthrough-** A video created to provide real estate professionals with an opportunity to efficiently and simply bring a listing to life and a new way for buyers to envision themselves in a home.

**Virtual Staging-** Digitally staging photos of the home, not the actual home itself. The property could be empty, or it could be full of mismatched furniture, knick-knacks, and clutter. Once the photos are taken, the virtual stager uses special photo-editing software to enhance the way the home looks by adding or taking away furniture.

**Virtual Tour (3D Tour)-** These visuals allow buyers to digitally tour a for-sale home. The online home shopper controls which part of the house they look at and from which angle — think of it like Street View on Google Maps, but for the inside of a home.

**Virtual Twilight-** When image specialists use exterior photographs that are taken during daylight and then digitally alter them to reflect the warm indoor lights and cool outdoor hues of a home's exterior at dusk.

**Wide Angle Lens-** Any lens with a short focal length and a wide field of view. This lens allows the camera to capture much more of the scene than a normal lens can, making it great for architectural photography.

**Window Masking (Window Pulls)-** To capture a beautiful view of the outside along with the interior view, window masking is used. Different interior shots of a room are taken, then a shot with a clear outside view is taken.