HRVATSKO - ENGLESKI POJMOVNIK

FOTOGRAFIJA – PHOTOGRAPHY



PHOTOGRAPHY
- the art or process of producing images by the action of radiant energy, and especially light on a sensitive surface (such as film or an optical sensor)

A PHOTOGRAPHER
- a person who takes photos of somebody / something (e.g, commercial photographer, an editorial photographer, a wedding photographer)

A CAMERA
- an instrument used to capture and store images and videos, either digitally via an electronic image sensor, or chemically via a light-sensitive material such as photographic film.

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1) DIJELOVI KAMERE / PARTS OF A CAMERA; CAMERA PARTS

Camera parts are basic elements that enable image capture and control.

HRVATSKI POJAM	ENGLESKI POJAM	OBJAŠNJENJE
BATERIJA	BATTERY; POWER SOURCE	Provides electrical power required for the operation of the camera.
BLENDA	APERTURE	An adjustable opening inside the lens that controls the amount of light entering the camera and affects depth of field.
EKRAN	LCD SCREEN / DISPLAY	Displays a live preview of the scene, camera menus, and captured photos.
OBJEKTIV	LENS	An optical assembly made of several glass elements that focuses light onto the image sensor. It can be fixed or interchangeable.
OKIDAČ	SHUTTER RELEASE BUTTON	A button used to focus and trigger the shutter to take a photo.
PROCESOR SLIKE	IMAGE PROCESSOR	The optical or electronic window/screen used to frame and compose shots. (Processes raw data from the image sensor to create the final image.)
TIJELO	BODY	The main part of the camera containing controls, internal mechanisms, and electronics.
TRAŽILO	VIEWFINDER	The optical or electronic window/screen used to frame and compose shots.
ZATVARAČ	SHUTTER	A mechanical or electronic curtain that controls how long the image sensor is exposed to light (shutter speed).

2) FOTOGRAFSKA SINTAKSA / PHOTOGRAPHIC SYNTAX

Photographic syntax is a set of visual rules and elements by which a photographer "builds a photograph" – just as we use words and grammar in language.

HRVATSKI POJAM	**ENGLESKI POJAM**	***OBJAŠNJENJE***
KADAR	FRAME	The basic unit of a photograph; the visual boundary and area captured by the lens.
KOMPOZICIJA	COMPOSITION	The arrangement of visual elements within the frame (e.g., rule of thirds, golden ratio, symmetry).
LINIJA	LINES	A visual element that guides the viewer's eye through the photograph (horizontal, vertical, diagonal, or leading).
PLANOVI	PLANES; SPATIAL DEPTHS	The different depth levels in a frame (foreground, middle ground, background).
RAKURS	ANGLE; CAMERA ANGLE	The perspective or elevation from which the shot is taken (e.g., high angle, low angle, eye level).
SVJETLO	LIGHT	Natural or artificial illumination that shapes the mood, atmosphere, and form in an image.
SJENA	SHADOW	The counterpart to light that provides depth, volume, contrast, and dramatic effect.

3) PERSPEKTIVA / PERSPECTIVE

A perspective is a way of showing space and depth, and the angle from which we look at the subject.

HRVATSKI POJAM	ENGLESKI POJAM	OBJAŠNJENJE
ATMOSFERSKA PERSPEKTIVA	ATMOSPHERIC PERSPECTIVE	A method of showing depth through variations in color, contrast, and sharpness (distant objects appear lighter and blurrier).
DONJI RAKURS	LOW ANGLE	The camera is positioned below the subject, pointing upward.
GORNJI RAKURS	HIGH ANGLE	The camera is positioned above the subject, pointing downward.
KADAR	FRAME	The part of a scene captured by a camera.
KUT SNIMANJA	ANGLE / SHOOTING ANGLE	The position of the camera relative to the subject that is being photographed.
LINEARNA PERSPEKTIVA	LINEAR PERSPECTIVE	A technique of creating depth using straight lines that converge toward a vanishing point.
MAKRO KUT SNIMANJA	MACRO ANGLE; MACRO SHOT	Extreme close-up shooting from a very short distance to capture fine detail of small objects.
NORMALNA VIZURA	EYE-LEVEL ANGLE	The most natural and common angle, placing the camera at the same height as the subject's eyes.
PTIČJA PERSPEKTIVA	BIRD'S-EYE VIEW	A top-down view; the subject appears smaller or weaker.
ŽABLJA PERSPEKTIVA	FROG'S-EYE VIEW/LOW-ANGLE VEW	A bottom-up perspective; makes the subject appear larger, dominant, and more powerful.

4) PLANOVI SNIMANJA / SHOT PLANS

Shot Types (Plans) refer to the distance between the camera and the subject and how much of the subject is visible.

HRVATSKI POJAM	ENGLESKI POJAM	OBJAŠNJENJE
AMERIČKI PLAN	AMERICAN SHOT; COWBOY SHOT	Frames the subject from approximately the knees up; originally popular in Western films.
BLIZI PLAN	MEDIUM CLOSE-UP	Frames the subject from the chest or shoulders up.
DETALJ	DETAIL SHOT ; EXTREME CLOSE-UP	Isolates a very small feature of the subject (e.g., an eye, ring, or hand) to highlight fine texture.
KRUPNI PLAN	CLOSE-UP	Fills the frame with the subject's face or a single main subject to emphasize emotion or detail.
SREDNJI PLAN	MEDIUM SHOT	Frames the subject from the waist up; balances detail with background context.
TOTAL	LONG SHOT; WIDE SHOT	Captures the entire subject along with its environment and surrounding context.

5) KOMPOZICIJA / COMPOSITION

Composition refers to the arrangement of elements within the frame.

HRVATSKI POJAM	ENGLESKI POJAM	OBJAŠNJENJE
ASIMETRIJA	ASYMMETRY	An uneven arrangement of visual elements that still feels balanced.
KADAR UNUTAR KADRA	FRAME WITHIN A FRAME	The subject is framed by other elements (e.g., a door or window)
LINIJE VODILJE	LEADING LINES	Natural or structural lines that guide the viewer’s eyes toward the main subject.
PONAVLJANJE	REPETITION	The occurrence of repeating shapes, patterns, or elements across the photo to create consistency.

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PRAVILO TREĆINE	RULE OF THIRDS	The frame is divided into a 3×3 grid; important elements are placed on the lines or intersections.
RITAM	RHYTHM	A visual sense of movement created by repeating elements.
SIMETRIJA	SYMMETRY	Visual balance achieved by placing identical or highly similar elements on opposite sides of a central axis.
ZLATNI REZ	GOLDEN RATIO	A compositional rule based on natural proportions (~1:1.618) to create aesthetically pleasing images.

6) OSVJETLJENJE / LIGHTING

A good use of light can completely change the impact of a photograph.
Light direction refers to the direction where light comes from.

HRVATSKI POJAM	ENGLESKI POJAM	OBJAŠNJENJE
BOČNO SVJETLO	SIDE LIGHT	It comes from the side; emphasizes texture and volume
BOJA SVJETLA	LIGHT COLOUR	Indicates whether the light is warm (yellowish), neutral, or cool (bluish).
DONJE SVJETLO	BOTTOM LIGHT (Under lighting)	It comes from below; creates a dramatic or unusual look.
GORNJE SVJETLO	TOP LIGHT	It comes from above; creates shadows under the eyes and nose.
HLADNO SVJETLO	COOL LIGHT	Bluish light that feels sharper and more serious.
MEKO/ TVRDO SVJETLO	SOFT / HARSH LIGHT	Soft light creates gentle shadows and smooth transitions; Harsh light creates strong contrast and sharp shadows.
NEUTRALNO SVJETLO	NEUTRAL LIGHT	Light without strong yellow or blue tones.
PREDNJE SVJETLO	FRONT LIGHT	Light comes from the direction of the camera; reduces shadows.
PROTUSVJETLO	BACK LIGHT	It comes from behind the subject; creates a silhouette or light outline.
TOPLO SVJETLO	WARM LIGHT	Yellowish light that feels pleasant and natural

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7) OPREMA ZA OSVJETLJENJE / LIGHTING EQUIPMENT

Photography lighting equipment refers to artificial light sources, modifiers, and support gear used to illuminate a scene, control shadows, and shape the mood of an image

HRVATSKI POJAM	ENGLESKI POJAM	OBJAŠNJENJE
BLJESKALICA	FLASH	A brief, powerful burst of light synchronized with the shutter to illuminate dark scenes or freeze motion.
FLOURESCENTNA RASVJETA	FLUORESCENT LIGHTS	Cool-toned light fixtures commonly used for balanced, diffuse studio lighting..
HALOGENA RASVJETA	HALOGEN LAMPS	High-intensity continuous light sources that produce warm tones and generate significant heat.
KRUŽNA RASVJETA	RING LIGHT	A circular light unit placed around the lens that provides soft, shadowless light around the subject, ideal for portraits.
LED RASVJETA	LED LIGHTS	Modern, energy-efficient, and often adjustable lighting.
RASVJETNA TIJELA	LIGHTING FIXTURES	The physical hardware and light units used to illuminate a photo scene.

8) DODATNA OPREMA - OSVJETLJENJE / ADDITIONAL GEAR - LIGHTING

Additional gear is the equipment used to shape and control light.

HRVATSKI POJAM	ENGLESKI POJAM	OBJAŠNJENJE
MEKI RASVJETNI DIFUZOR / SOFTBOX	SOFTBOX	An enclosure around a light bulb that diffuses light through fabric to produce soft, even illumination.
RASVJETNI KIŠOBRAN	UMBRELLA	A versatile modifier that diffuses or bounces light across a wider angle for gentle lighting.
REFLEKTORI	REFLECTORS	Panels with metallic or white surfaces used to bounce available light back into shadow areas.

SAĆASTE MREŽICE (usmjerivači svjetla) / SNOT NASTAVCI (cijevni usmjerivači svjetla)	GRIDS AND SNOOTS	Attachments used to restrict and direct light to specific small areas without spilling light everywhere.

DIGITALNI MARKETING – DIGITAL MARKETING



Marketing refers to the work of advertising and offering goods or services for sale; the business activity that involves finding out what customers want, using that information to design products and services, and selling them effectively

Digital marketing (also known as **online marketing**) is the promotion of brands, products, or services using the Internet and digital communication channels to connect with potential customers.

Essential digital marketing terms and acronyms:

- **A/B Testing (Split Testing): A method of comparing two versions of a webpage, email, or ad (Version A vs. Version B) to see which one performs better.**
- **Bounce Rate:** The percentage of website visitors who leave a site after viewing only a single page without taking further action
- **CPA (Cost Per Acquisition / Action):** The total financial cost to acquire a single paying customer or completed action through a campaign.
- **CPM (Cost Per Mille / Cost Per Thousand):** The price of showing an ad to 1,000 viewers or impressions, regardless of whether they click.

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- **Customer Lifetime Value (CLV / LTV):** The estimated total revenue a business can expect from a single customer throughout their entire relationship

- **Engagement Rate:** A metric measuring how actively your audience interacts with your content (likes, shares, comments, clicks).

- **Impressions:** The total number of times your content or ad is displayed on a screen, regardless of whether it was clicked.

- **Lead Generation (Lead Gen):** The process of attracting and converting prospective buyers into people who have expressed interest in your product or service (giving contact information).

- **PPC (Pay-Per-Click): An advertising model where you only pay when someone actually clicks on your ad.**

- **Reach:** The total number of unique individual users who saw your content or ad.

- **Remarketing / Retargeting:** Serving targeted ads to users who previously visited your website or interacted with your brand online.

- **ROI (Return on Investment) / ROAS (Return on Ad Spend):** Measures the financial return generated relative to the money spent on a marketing campaign or ad spend.

- **Sales Funnel:** The visual representation of the customer journey

- **Strategy**: The way in which a business carefully plans its actions over a period of time to improve its position and achieve what it wants

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