

## FIELD OF ENDEAVOUR GLOSSARY OF TERMS

This glossary lists Fields of Endeavour, areas of specialisation, according to Creative and Cultural Industry (CCI) clusters. This document has been prepared as a guide to assist applicants in defining the terms that are relevant to their artistic and cultural activities and is subject to change based upon consultations with stakeholders in the industry.

NO	Sub Heading (Field of Endeavour)	Definition
	<b>Main Heading (CCI Clusters)</b> <b>ADVERTISING</b>	
1	Copywriting	The act of writing copy (text) for the purpose of advertising or marketing a product, business, person, opinion or idea.
2	Creative Direction	The conception, development, and implementation of original ideas about how to design, advertise and sell products for a company or advertising agency.
3	Modelling	To serve as the subject for an artist, especially a person employed to pose for a painter, sculptor, or photographer; employed to display merchandise, such as clothing or cosmetics.
4	Model Management	The art or task of guiding the professional career of a model in the fashion industry and/or creative sectors such as film and television, radio and advertising to name a few, which includes but is not limited to managing a model's portfolio and business affairs.

NO	Sub Heading (Field of Endeavour)	Definition
<b>Main Heading (CCI Clusters)</b> <b>ARCHITECTURE AND LANDSCAPING</b>		
5	Architectural Design	The creative process of planning, designing and reviewing the blueprints for the construction of buildings, layout of landscapes and urban designs
6	Landscaping	The practice of planning, designing and installation of the layout of an open space by organizing the natural elements such as flora and fauna and man- made elements such as structures, buildings etc.
7	Technical Drawing	The act and discipline of composing plans that visually communicate how something functions or has to be constructed; also known as drafting or draughting. Drafting is the visual language of industry and engineering.
<b>Main Heading (CCI Clusters)</b> <b>BROADCAST MEDIA (TELEVISION AND RADIO)</b>		
8	Broadcasting (Radio)	The transmission of programs or signals intended to be received by the public through radio.
9	Broadcasting (Television)	The transmission of programs or signals intended to be received by the public through television.
10	Camera Operation	A vital role in the camera department on feature films. This duty combines technical abilities with creative skills to accurately execute the instructions of the Director regarding shot composition and development.
11	Disc Jockey	An announcer of a radio show of popular recorded music; and/or someone who selects and plays recorded music for dancing at a nightclub or party; performing with pre-recorded music.

<b>NO</b>	<b>Sub Heading (Field of Endeavour)</b>	<b>Definition</b>
12	Graphic Design	The creative process of using drawn, painted, photographed and/or computer-generated images with texts to communicate visual information used in advertisements, publications, websites etc.
13	Technical Direction (Television)	The provision of technical expertise to assist in decision making and the execution of specific projects as this relates to television productions. The person who fills the role of Technical Director usually possesses the highest level of competence in a specific technical field of television production.
14	Television Direction	Television direction is the process in which a television director directs the activities involved in making a television program.
15	Television Production	The management of all aspects of generating a television program accurately and on-time. This may include script writing, conducting interviews, camera operation and using editing equipment, management of staff and crew, interacting with the cast, on-air talent and production executives.
	<b>Main Heading (CCI Clusters)</b> <b>DESIGN</b>	
16	Costume Design	The creation by sketching or drawing the look of each character including designing clothes, makeup, hair and accessories that the actors will wear in a performance.
17	Fashion Design	The art of creating original clothing, accessories, headgear and footwear. The process includes sketching designs, selecting fabrics and patterns, and guiding the production of the design.
18	Interior Design	The creative process of planning, designing and reviewing floor plans and execution of the layout, decoration and ambience of an interior space.

<b>NO</b>	<b>Sub Heading (Field of Endeavour)</b>	<b>Definition</b>
19	Lighting Design	The art of supplying artificial light effects to a stage, film or television set; the distribution of light on an object or figure as in painting, photography etc.
20	Set Design	The aesthetic composition of a dramatic production as created by lighting, scenery, costumes, and sounds.
21	Software Design	The activity within the software development life cycle where software requirements are analysed in order to produce a description of the internal structure and organisation of the system that will serve as the basis for its construction.
22	Sound Design	The creation of unique sounds or sound elements which are incorporated into a sound track.
23	Web Design	This describes the tasks of designing HTML driven web pages to be displayed over the World Wide Web. Web design encompasses a number of important elements including colour, layout, and overall graphical appearance. Web designers consider the site's audience, function, and traffic to specific sections when deciding designs.
<b>Main Heading (CCI Clusters)</b> <b>GAMING AND COMPUTER SOFTWARE, NEW MEDIA AND ELECTRONIC PUBLISHING</b>		
24	Animation	The specialized branch of filmmaking in which drawings or three-dimensional objects are photographed frame by frame so that when they are projected at a normal speed, the illusion of movement is created. In art films, the drawing is done using an electronic device.
25	App Development	Application development, also referred to as software process, software lifecycle and software development, is the development of a software product in a planned and structured process.

<b>NO</b>	<b>Sub Heading (Field of Endeavour)</b>	<b>Definition</b>
26	Broadcasting (Internet)	The transmission of programs intended to be received by the public over the internet.
27	Publishing (Social Media)	The transmission of programs intended to be received by the public over social media platforms e.g. Facebook, Twitter, Tumbler etc.
28	Software Development	The activity of computer programming, which is the process of writing and maintaining the source code; it includes all that is involved between the conception of the desired software through to the final manifestation of the software, ideally in a planned and structured process. Therefore, software development may include research, new development, prototyping, modification, reuse, re-engineering, maintenance, or any other activities that result in software products.
29	Video Game Development	The generation of entertainment systems in which a computer is used to drive a video display and interact with players using a variety of input devices.
<b>Main Heading (CCI Clusters)</b> <b>FILM AND VIDEO</b>		
30	Cinematography	The art or technique of movie photography, including both the shooting and development of the film.
31	Film Direction	The process of interpreting the script and making it into a film, overseeing the cinematography and technical aspects, coaching actors and directing them towards the required performances, coordinating staff on set, directing the shooting timetable and ensuring that deadlines are met. It requires a comprehensive understanding of all aspects of film production.

<b>NO</b>	<b>Sub Heading (Field of Endeavour)</b>	<b>Definition</b>
32	Film Production	The activity of organizing the practical and financial matters connected with the preparation of a film, play or television or radio programme.
33	Special Effects	The creation of a scene or effect that could not otherwise be produced with regular photographic techniques inclusive of sound recording and editing techniques.
34	Technical Direction (Film)	The provision of technical expertise to assist in decision making and the execution of specific projects as this relates to film productions. The person who fills the role of Technical Director usually possesses the highest level of competence in a specific technical field of film production.
35	Video Editing	The process of editing segments of motion video production footage, special effects and sound recordings in the post-production process.
36	Videography	The practice of recording images with a video camera.
	<b>Main Heading (CCI Clusters)</b> <b>LITERARY ARTS</b>	
37	Poetry	The act of writing that formulates a concentrated imaginative awareness of experience in language chosen and arranged to create a specific emotional response through meaning, sound, and rhythm.
38	Prose Fiction	The creation of a literary medium distinguished from poetry especially by its greater irregularity and variety of rhythm and its closer correspondence to the patterns of everyday speech.

<b>NO</b>	<b>Sub Heading (Field of Endeavour)</b>	<b>Definition</b>
39	Storytelling	The art of using language, vocalization, and/or physical movement and gesture to reveal the elements and images of a story to a specific, live audience. A central, unique aspect of storytelling is its reliance on the audience to develop specific visual imagery and detail to complete and co-create the story. Most dictionaries define a story as a narrative account of a real or imagined event or events.
<b>Main Heading (CCI Clusters)</b> <b>VISUAL ARTS</b>		
40	Curation (Visual Arts)	The selection, preservation, maintenance, collection and archiving of a public showing of art work such as painting, photography or sculpture that appeals primarily to the visual sense and typically exists in permanent form.
41	Drawing	The practice or creative process of making illustrations using drawing instrument such as pencil, ink, stylus, chalk etc. on a two-dimensional surface.
42	Installation	A form of modern sculpture where the artist uses sound, movement or space as well as objects in order to make an often temporary work of art.
43	Painting	The creation of art consisting of representational, imaginative, or abstract designs produced by application of coloured paints to a two-dimensional, prepared, flat surface. The elements of design (i.e., line, colour, tone, texture) are used in various ways to produce sensations of volume, space, movement, and light.
44	Photography	The practice of using a camera to take durable images and record them using an electronic image sensor or chemical photosensitive surfaces such as slides, photographs, prints etc.
45	Sculpture	The practice or creative process of making a three-dimensional object either by shaping or combining hard materials such as stone, plastic, wood, metal etc.

NO	Sub Heading (Field of Endeavour)	Definition
	<b>Main Heading (CCI Clusters)</b> <b>FESTIVAL AND FOLK ARTS</b>	
46	Band Leadership (Mas)	The activity of establishing a clear vision for a Carnival Band; sharing that vision with others so they will follow willingly; providing the information, knowledge and methods to realise that vision; and coordinating and balancing the conflicting interests of all members or stakeholders.
47	Folklore	Folklore (or traditional and popular culture) is the totality of tradition-based creations of a cultural community, expressed by a group or individuals and recognized as reflecting the expectations of a community in so far as they reflect its cultural and social identity; its standards and values are transmitted orally, by imitation or by other means. Its forms are, among others, language, literature, music, dance, games, mythology, rituals, customs, handicrafts, architecture and other arts’.
48	Mas (Carnival Band Creation)	The process of bringing together a group of persons to portray a theme in costume as part of a Carnival parade.
49	Mas (Carnival Band Production)	The process of making costumes for a group of persons to participate in a Carnival parade.
50	Mas (Design)	The creation by sketching or drawing the look of Carnival costumes including designing clothes, makeup, hair and accessories that the masquerades will wear in a parade.
51	Mas (Individual)	The portrayal of a character where a person is dressed in a Carnival Masquerade costume that tends to be bigger and fancier than the other costumes in the band section; sometimes the leader of a section in a Carnival Band.
52	Mas (King & Queen)	The portrayal of the Carnival King and/or Queen of a Carnival Masquerade band; these costumes are the largest and fanciest in the band. The winners of a competition of such costumes held during Dimanche Gras are crowned the Carnival King and Queen for that year.

<b>NO</b>	<b>Sub Heading (Field of Endeavour)</b>	<b>Definition</b>
53	Mas (Traditional)	The portrayal of any of a number of Carnival Mas characters of longstanding traditional practice, remaining very similar from year to year. Costumes are local and individual in tone as distinct from the 'fancy mas' bands. In traditional mas the interactions of traditional characters tend to be on a small scale. The characters interact with spectators and are meant to be seen and heard in close proximity.
54	Traditional Knowledge	The study and preservation of principles, innovations and practices of indigenous and local communities. This knowledge tends to be collectively owned and takes the form of stories, songs, folklore, proverbs, cultural values, beliefs, rituals, community laws, local language, and agricultural practices, including the development of plant species and animal breeds. Traditional knowledge is mainly of a practical nature, particularly in such fields as agriculture, fisheries, health, horticulture, and forestry.
<b>Main Heading (CCI Clusters)</b> <b>LIBRARIES AND ARTS INSTITUTIONS</b>		
55	Arts Administration	The business of linking art, artists and audiences by combining the tools of business (management, marketing, financial accounting, operations, negotiation) with the tools of community-building (fundraising, development, education, outreach, volunteerism, partnership), to make thriving and vital spaces and places for arts and culture.
56	Arts Education	Learning, instruction and programming based upon the visual, literary and performing arts; instruction is through a standards-based approach by a qualified instructor.
<b>Main Heading (CCI Clusters)</b> <b>PERFORMING ARTS</b>		
57	Acting	The art or practice of representing a character on a stage or before cameras.

<b>NO</b>	<b>Sub Heading (Field of Endeavour)</b>	<b>Definition</b>
58	Artistic Direction (Performing Arts)	The art of conceiving, developing, and implementing the artistic vision and focus of the entity, and for major decisions about the ongoing development of the aesthetic values and activities.
59	Choreography	The art of creating and arranging dances; the use of movements to express ideas and stories in performances.
60	Dance	A series of rhythmic and patterned bodily movements usually performed to music.
61	Exhibition (Performing Arts)	A public showing of artistic forms such as dance, drama and music.
62	Playwriting	The writing of plays (the stage representation of an action or story).
63	Puppetry	Art of creating and manipulating puppets in a theatrical show. Puppets are figures that are moved by human rather than mechanical aid. They may be controlled by one or several puppeteers, who are screened from the spectators. Varieties include glove (or hand) puppets, rod puppets, shadow puppets, and MARIONETTES (or string puppets).
64	Sound Engineering (Live)	The operation and maintenance of the machines and equipment used to record and broadcast music, sound effects, film audio, live events and video productions.
65	Sound Engineering (Studio)	The operation and maintenance of the machines and equipment used to record and broadcast music in a studio setting; a studio sound engineer is also sometimes called a recording engineer or a mixing engineer depending on that person's responsibilities.
66	Stage Management	The overall supervision of the stage and actors for a theatrical production.

<b>NO</b>	<b>Sub Heading (Field of Endeavour)</b>	<b>Definition</b>
67	Technical Direction (Theatre)	The management of the technical operations of a theatre or performing arts centre, including lighting, sound, set design and construction; and coordinating necessary maintenance.
68	Theatrical Direction	The supervision of actors and the direction of the action in the production of a live, stage performance.
69	Theatrical Production	The management of all aspects of generating a theatrical production accurately and on-time.
70	Wardrobe	A department in a theatre, film company, etc. that is in charge of the clothes that the actors wear on stage, making certain that they are clean, repairing them and sometimes making them.
<b>Main Heading (CCI Clusters)</b> <b>MUSIC</b>		
71	Band Leadership (Other)	The activity of establishing a clear vision for a band of musicians; sharing that vision with others so they will follow willingly; providing the information, knowledge and methods to realise that vision; and coordinating and balancing the conflicting interests of all members or stakeholders.
72	Band Leadership (Steelband)	The activity of establishing a clear vision for a Steelband; sharing that vision with others so they will follow willingly; providing the information, knowledge and methods to realise that vision; and coordinating and balancing the conflicting interests of all members or stakeholders.
73	Making of Musical Instruments (Steelpan)	The production of the musical instrument known as the steelpan that can be played to produce musical tones or sounds.

<b>NO</b>	<b>Sub Heading (Field of Endeavour)</b>	<b>Definition</b>
74	Making of Musical Instruments (Other)	The production of a mechanism that can be played to produce musical tones or sounds.
75	Music Arrangement	The restructuring of a piece of music so that it can be played in a different way, especially by a different instrument. Arranging can be done intuitively, digitally and through the use of traditional instruments.
76	Music Composition	An artistic form of auditory communication incorporating instrumental, vocal or digital tones in a structured and continuous manner.
77	Music Production	The conception and creation of the overall sound of (a record) and the supervision of its arrangement, recording, and mixing.
78	Music Direction	The role of the person responsible for the musical aspects of a performance or production, typically the conductor or leader of a music group; the art or action of musical or theatrical directing/ production; the process of conducting an orchestra, choir, etc. by giving instructions that direct the passage, movement, tempo, dynamics, mood, etc. of a musical performance or production.
79	Music Performance (Instrumental)	Relating to, composed for, or performed on a musical instrument; musical performance is the step in the musical process during which musical ideas are realized and transmitted to a listener.
80	Percussion	The realisation of musical ideas by using instruments in which sound arises from the striking of materials with sticks, hammers, or the hands.
81	Music Performance (Steelpan)	The musical playing of the percussive instrument known as the steelpan. (A steelpan is an instrument made from a steel oil drum, the end hammered in to make different notes); musical performance is the step in the musical process during which musical ideas are realized and transmitted to a listener.

<b>NO</b>	<b>Sub Heading (Field of Endeavour)</b>	<b>Definition</b>
82	Music Performance (Vocal)	Of, relating to, or performed by singing; musical performance is the step in the musical process during which musical ideas are realized and transmitted to a listener.
83	Song Writing	The writing of lyrics or melody, or both, for a musical work. Also called songsmith or songster.
84	Sound Recording	The process of converting the acoustic energy of sound into some form in which it can be permanently stored and reproduced at any time.
<b>Main Heading (CCI Clusters)</b> <b>PRINT MEDIA AND PUBLISHING</b>		
85	Journalism	The occupation of reporting, writing, editing, photographing or broadcasting news; conducting any news organisation as a business.
86	Publishing (Literature)	The issuing of printed materials, such as books, magazines, periodicals, and the like and is a profession linked to printing and the retailing of printed matter.
87	Publishing (Music)	Administering the copyright of the writer and composer to generate revenue from the musical work.
<b>Main Heading (CCI Clusters)</b> <b>ART OBJECTS</b>		
88	Handicraft	The traditional creative practice of using simple tools or completely by hand to make decorative items from found objects to be used or worn.
89	Jewellery Making	The production of artistic personal ornaments primarily from precious metals (gold, silver, and platinum) but also from certain other nonferrous metals, frequently in combination with precious and semiprecious stones, pearls, glass, amber, mother-of-pearl, ivory, and similar materials.

<b>NO</b>	<b>Sub Heading (Field of Endeavour)</b>	<b>Definition</b>
90	Pottery	The art or craft of the potter; the manufacture of clayware.
91	Wire Bending	The art of forming wire to create an object for example a sculpture or mobile; wire can also be formed to embellish items such as picture frames and vases.
<b>Main Heading (CCI Clusters)</b> <b>EVENTS AND ENTERTAINMENT</b>		
92	Artiste Management	The art of guiding the professional career of artistes in the entertainment industry.
93	Cinema (Distribution)	The coordination of the various activities involved in film print management including picking up prints from the lab, placing prints on reels and into shipping containers, shipping to theatres, delivery confirmation and resolution, theatre returns, theatre-to-theatre circuit management, print destruction, inventory reports and day-to-day account management.
94	Cinema (Exhibition)	The coordination of the retail branch of the film industry which involves not the production or the distribution of motion pictures, but their public screening, usually for paying customers in a site devoted to such screenings, the movie theatre. What the exhibitor sells is the experience of a film (and, frequently, concessions like soft drinks and popcorn). Because exhibitors to some extent control how films are programmed, promoted, and presented to the public, they have considerable influence over the box-office success and, more importantly, the reception of films.
95	Event Management	The study of the intricacies of a brand, identifying the target audience for that brand, devising an event concept, planning logistics and coordinating technical aspects before actually launching an event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry.

<b>NO</b>	<b>Sub Heading (Field of Endeavour)</b>	<b>Definition</b>
96	Promotion	The act of furthering the growth or development of something; especially: the furtherance of the acceptance and sale of merchandise through advertising, publicity, or discounting and other digital means. Promotion can be done for live events, recorded material and via digital marketing.

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