

Creative Studio Glossary

CREATIVE FILES

FILE TYPES	EASY DEFINITION
.AEP	An editable animation project created in Adobe After Effects
.AI	An editable design file created in Adobe Illustrator
.CDR	A CorelDRAW design file; Creative Studio doesn't support this format
.EPS	A design file commonly created or opened in Adobe Illustrator
.FBX	A common 3D file format used to move models between different 3D programs
.FIG	An editable design file exported from Figma
.GIF	An image format that can display simple animation ; .GIFs have limited colours and may produce larger, lower-quality files
.GLTF / .GLB	A 3D model format designed to load efficiently on websites and digital experiences
.JPG / .JPEG	A common image format without separate editable layers
.MOV	A finished video file; it's not the original editable animation project
.MP4	A common finished video format; it doesn't contain separate editable layers
.OBJ	A common 3D model format containing an object's shape; texture files may need to be supplied separately
.PDF	A document file designed mainly for viewing and sharing ; it may not preserve original layers, fonts, assets or effects

.PNG	An image format that supports transparent backgrounds but doesn't contain the original editable design layers
.PSB	An Adobe Photoshop file used for very large or detailed layered designs
.PSD	An editable, layered design file created in Adobe Photoshop

CREATIVE STUDIO TERMS

TERM	EASY DEFINITION
3D model	A digital version of an object that can be viewed or rotated from different angles
3D modelling	The process of building the shape of a product or object in 3D software
3D rendering	Turning a 3D model into a finished image or animation
AI disclosure	Text or an icon that tells the audience AI was used to create or change content
AI policy	A client's rules explaining whether and how AI may be used for their brand
AI-assisted content	Content mainly created by a person, with AI used to help with certain parts
AI-generated content	Images, text, video or other content created partly or fully using AI
Animated banner	A digital banner that includes movement
Animation	Movement created from design elements, such as making text fade in, a product grow or a button pulse
Animation project file	The original editable file used to create an animation
Animator	A specialist who creates new or more advanced animated content

API	A connection that allows different systems to automatically exchange information
Aspect ratio	The relationship between an asset's width and height; for example, 16:9 is a common video aspect ratio
Asset	Any file supplied for a project, such as a logo, image, video, font or product photograph
Banner dimensions	The width and height of a banner, normally measured in pixels
Big 6 agency	One of the world's largest advertising and marketing agency groups; clients managed by these agencies are treated as Tier 1
Bitrate	The amount of data used by video or audio; a higher bitrate can improve quality but also increases file size
Brief	The information Creative Studio needs to understand what must be created
Call to action (CTA)	The words telling the audience what to do next, such as "Shop Now" or "Learn More"
Click-through URL	The webpage opened when someone clicks or taps an advert
Client tier	A priority category based on the client's strategic importance, size or relationship with Eskimi
Code	Instructions written by a developer that control how a digital creative looks, moves or responds
Colour banding	Visible lines or blocks between colours where a smooth colour change should appear
Commercial usage rights	Permission to use an image, font, video or other asset in advertising or business activity
Companion banner	A banner displayed alongside a video advert to support the message and provide another way to click
Compression	Reducing a file's size; too much compression can lower its visual quality

Concept	An early creative idea showing the proposed direction; it is not the finished banner
Connected TV (CTV)	Television content watched through an internet-connected television or streaming device
Consolidated feedback	One complete list containing feedback from all client stakeholders
Creative	The advertisement or visual content shown to the audience
Creative format	The type of advert being created, such as a static banner, Rich Media banner or video advert
Creative Token	A unit of Creative Studio time allocated for approved proactive work without a confirmed production budget; it is not money
Crop	To remove parts from the outside edges of an image or video so it fits a different shape or size
Custom Rich Media	A specially designed interactive advert built for a particular campaign or idea
Demo	A working example showing how a proposed creative idea or interaction could function
Developer	A technical specialist who builds digital creatives and can add movement to supplied design elements using code
Dieline	A flat template showing the cuts, folds and panels of product packaging
Direct client	A client working with Eskimi directly rather than through an advertising agency
Dynamic ad	An advert that automatically changes some of its content using supplied data or rules
Editable	A file that can still be opened and changed
Exported file	A finished file created from the original working file; it usually no longer contains all the separate editable parts

File extension	The letters after a filename that identify its format, such as .PSD, .JPG or .MP4
File format	The type of file and the software or purpose it is designed for
File size	The amount of digital storage a file uses, normally measured in KB or MB
Flattened image	An image in which all the separate design elements have been combined into one layer and can no longer be edited separately
Font file	A file containing a typeface used in the design; it allows Creative Studio to use the correct lettering
Footage	Video content supplied by a client, usually showing something that was filmed or already produced.
Forced Perspective (3D FP)	A creative format that uses perspective to make a 3D object appear to come out of or extend beyond the advertising space
Frame	One individual still image within an animation or video
Frame rate (FPS)	The number of frames shown every second; a higher frame rate normally creates smoother movement
Generative AI (GenAI)	AI technology that creates new content, such as images or text, from instructions provided by a person
Growth client	A client with genuine current growth or upselling potential
High Impact ad	A large, prominent or interactive advert designed to attract more attention than a standard banner
HTML5 banner	A web-based banner that can include animation, video or interaction while maintaining better quality than a .GIF
In-banner video	Video that plays inside a display banner
In-game ad	An advert placed inside a digital or mobile game

Insertion Order (IO)	The formal document confirming that a client has approved the campaign and its media budget
Intellectual property (IP)	Legally protected creations such as logos, artwork, products, characters and brand designs
Interactive creative	An advert the audience can actively use, such as by swiping, tapping, playing or selecting something
Layer	One separate part of a design, such as the logo, text, product or background
Layered file	A file in which the different design elements remain separate and can be edited individually
Lead time	The working time required to complete a project after the full brief and correct assets have been received
Linked asset	An image or other file used inside a design but stored separately from the main open file
Media investment	The amount a client plans to spend on running the advertising campaign
Minimum media investment	The lowest campaign spend required for a particular creative format so production costs can be supported
Mockup	A visual example showing how an idea might look. It is not necessarily a finished or technically working advert
Native ad	An advert designed to match the look and layout of the website or app where it appears
New client	A client submitting their first custom Rich Media brief to Creative Studio
Occasion Playbook	A reusable sales resource created around an event or occasion, such as Black Friday or Valentine's Day
Open file	The original editable design file; it allows Creative Studio to access and change separate parts of the artwork
Pixel	A tiny square of colour that forms part of a digital image

Pixelation	Visible square pixels that appear when an image is too small, low quality or enlarged too much
Playback time	The point or period during a video or animation when something appears or happens
Proactive work	Creative work produced before a confirmed campaign exists, usually to support a pitch, upsell or client conversation
Product feed	A file or data source containing product information such as names, prices, images and availability
Production slot	Reserved time in the Creative Studio schedule for completing approved work
Prompt	The written instruction given to an AI tool to tell it what to create
Quality assurance (QA)	The final checks performed to confirm that a creative works correctly and meets the requirements
Raster image	An image made from pixels; it may become blurry or pixelated when enlarged
Reference image	An example used to explain the desired style, layout, mood or creative direction
Resize	To change the width and height of a creative or one of its elements
Resolution	The amount of visual detail in an image or video, usually based on its pixel dimensions
Responsive creative	A creative that adjusts its layout to fit different screen or advertising-space sizes
Revision round	One stage in which the client reviews the work and sends one consolidated set of changes
Rewarded video	A video advert that gives the user an in-app or in-game reward after they watch it
Rich Media	A digital advert that can include animation, video, sound or interactive features
Safe area	The part of a design where important content can be placed without being cropped or covered

Scope	The agreed work, features and deliverables included in a project
Scope change	A request that adds or changes important functionality, structure or deliverables after the scope was agreed
Source file	Another name for an open or working file
Static asset	A visual element that does not already move, such as a logo, product image or background
Static banner	A banner made from one still image with no animation
Static design	A design made from still visual elements rather than existing video footage; it can still be animated
Sticky ad	An advert that remains visible in a fixed position while the user scrolls
Storyboard	A sequence of images showing what will happen during an animation or interactive experience
Templated Rich Media	An interactive advert created using an existing Creative Studio format or structure
Texture	An image applied to a 3D model to give it colour and surface detail
Tier 1 client	A client connected to a Big 6 agency, Simply Black in Africa or a top global brand
Tier 2 client	A major local or regional client, or a large independent agency
Tier 3 client	A smaller agency or direct client that does not fall into another priority tier
Tier 7 client	A gambling or performance client managed through Roigen
Token allocation	The number of Creative Tokens assigned to a region or team for a quarter
Upsell	Encouraging an existing client to purchase a larger campaign, higher-value format or additional service

Usage guidelines	Instructions explaining how an asset, disclosure, logo or brand element must be displayed
UV mapping / UV wrapping	The process of showing 3D software where each part of a flat texture should appear on a 3D model
VAST video	A video advert supplied with standard technical instructions that tell an advertising platform how to play and track it
Vector artwork	Artwork made from editable shapes and paths; it can be resized without becoming pixelated
Vertical Playbook	A reusable sales resource created for a particular industry, such as finance, retail or automotive.
Video	In this manual, recorded footage supplied by the client; creative Studio can use or adjust approved elements, but does not create replacement footage
Working file	Another name for the original editable file in which the design or animation was created

[**Read more company-wide terminology here.*](#)

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