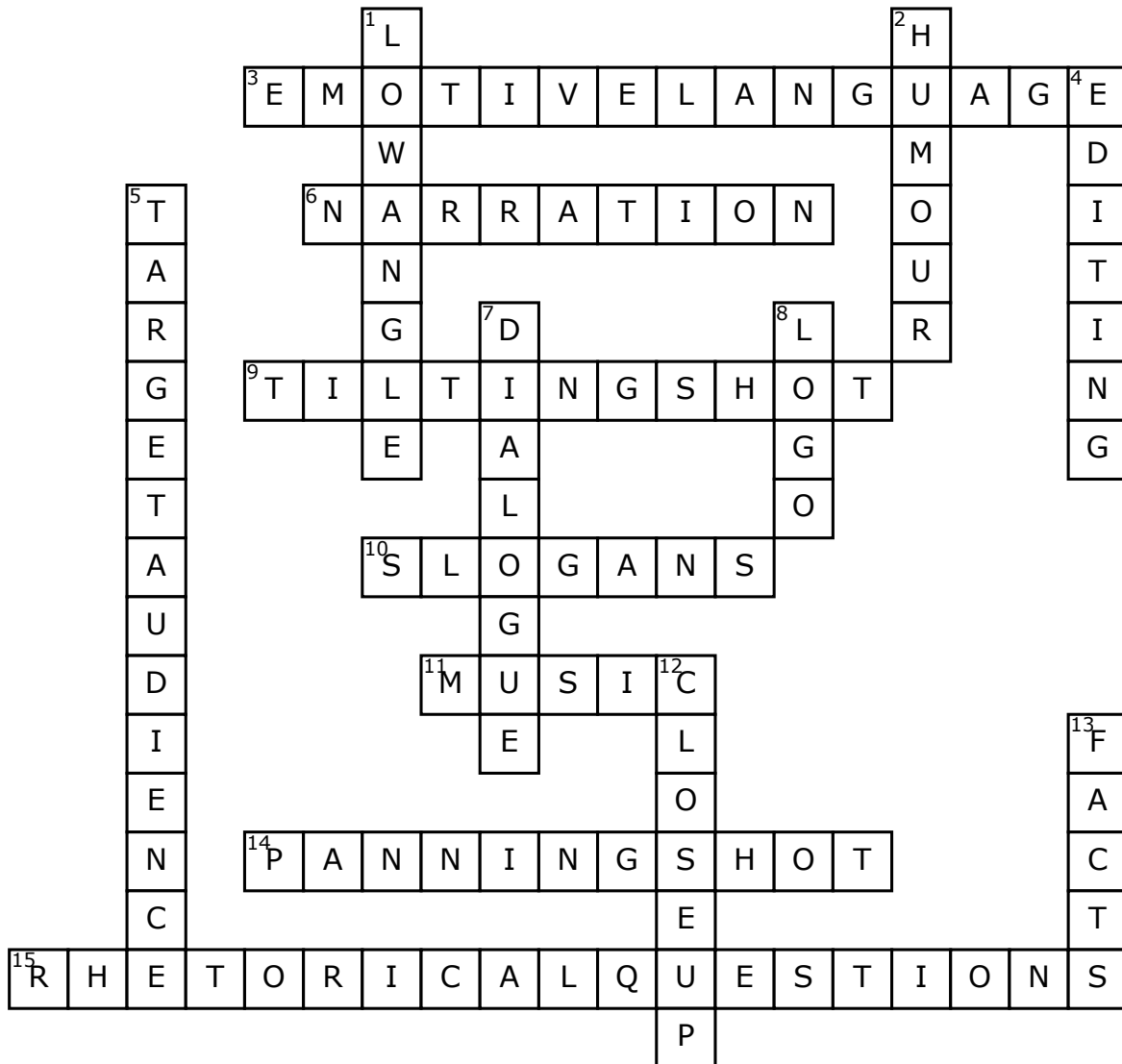


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Advertising Techniques



## **Across**

**3.** A strong language that creates a strong feeling

**6.** provides commentary

**9.** A vertical movement of the camera

**10.** A short catchy phrase

**11.** The \_\_\_\_\_ to go with an add

**14.** Is a horizontal swiveling movement

**15.** Questions that don't have an answer

## **Down**

**1.** Camera looks down onto the scene/subject

**2.** that causes amusement and laughter

**4.** The way camera angles and shots are put together

**5.** Ages your aiming at. e.g = 6-10

**7.** Words/conversation spoken between two or more characters

**8.** A symbol to represent a company

**12.** A shot that would only show the person's face

**13.** True statements