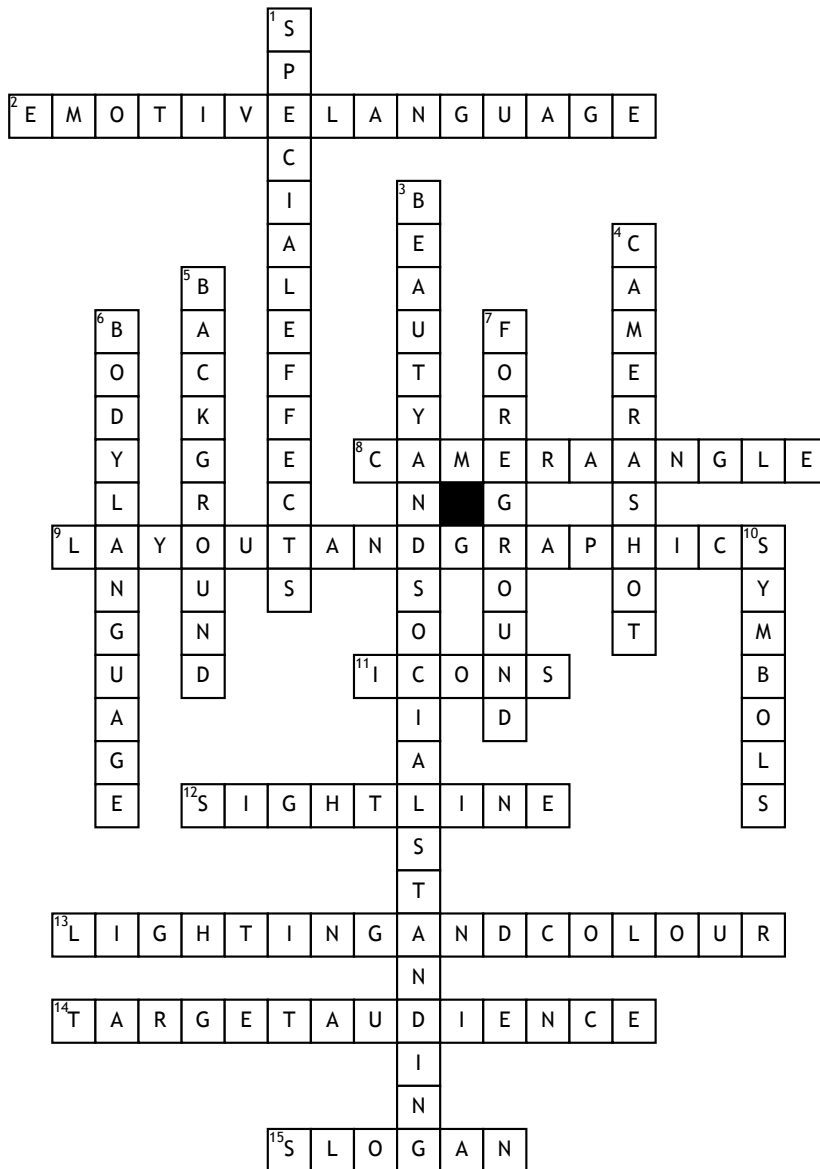


# Visual Texts Crossword



## Across

2. The words or phrase that are chosen in advertisement to make a viewer feel and respond
8. Relates to the angle of the camera in relation to the subject
9. The arrangement and choices of texts and images
11. The symbols that are used to represent a company or organisation
12. The direct and uninterrupted line of sight between the viewer and subject

13. Used to convey different types of moods

14. The group of people considered to be most likely consumers of the product

15. A brief phrase that is associated with a product or service

## Down

1. used to create illusions, pictures can be manipulated to create a desired image

3. Use people who have achieved celebrity or a high level to link their product with fame

4. Relates to the distance of the camera from the subject

5. Objects that are further away than others

6. The way a model looks and moves, which include posture, facial expression and eye contact

7. Given the prominence in a visual image

10. Picture or diagram that is used to represent something.