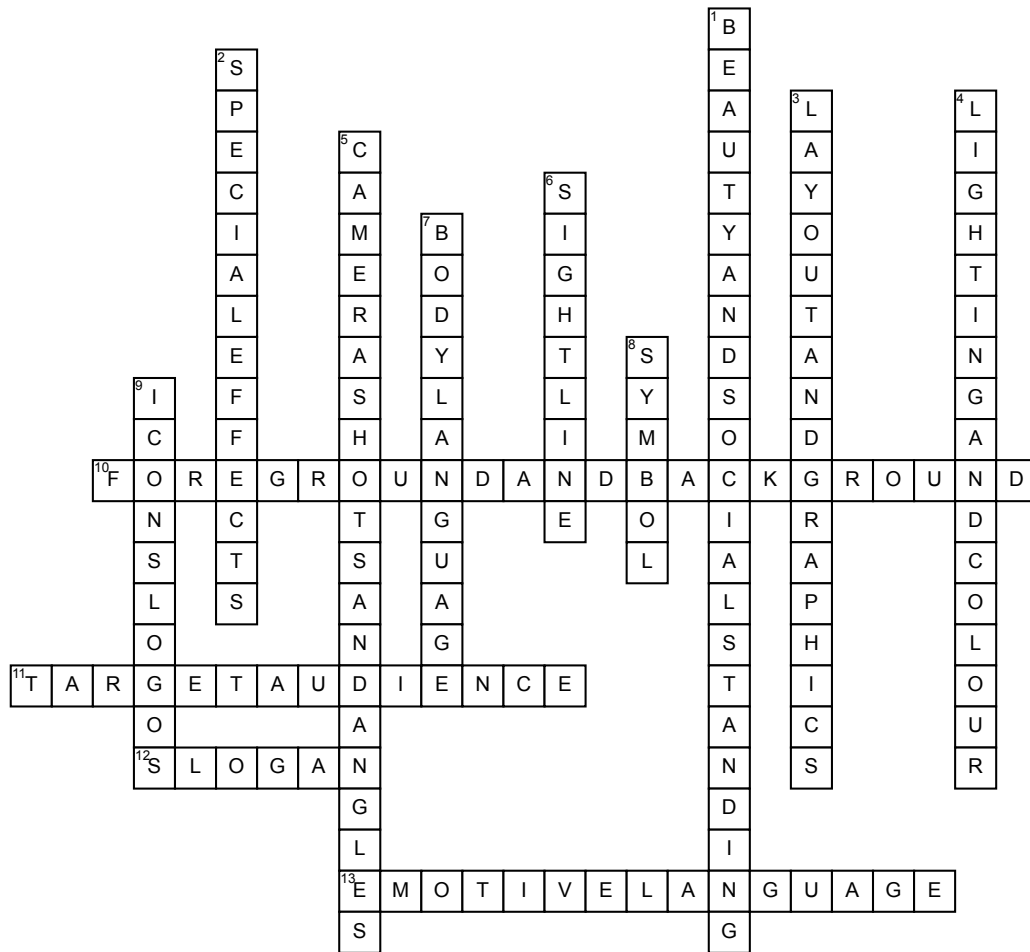


Name: \_\_\_\_\_

# Visual Text



## Across

- 10. using a range of depths in the image
- 11. the group of people considered to be the most likely consumers
- 12. a brief phrase that is associated with a product or service
- 13. words or phrases that are chosen in advertising

## Down

- 1. link their product with that person's fame or good reputation
- 2. used to create illusion
- 3. the arrangement of text and images
- 4. used to convey very different moods
- 5. distance from the subject (long, mid and short shot)

- 6. the direct and uninterrupted line of sight
- 7. is about the way a model looks and moves in an ad
- 8. a picture or diagram that is used to represent something else
- 9. symbols that are used to show a company or an organisation

## Word Bank

special effects  
body language  
sightline  
symbol  
target audience

camera shots and angles  
slogan  
Foreground and background  
emotive language

Beauty and social standing  
layout and graphics  
lighting and colour  
iconslogos