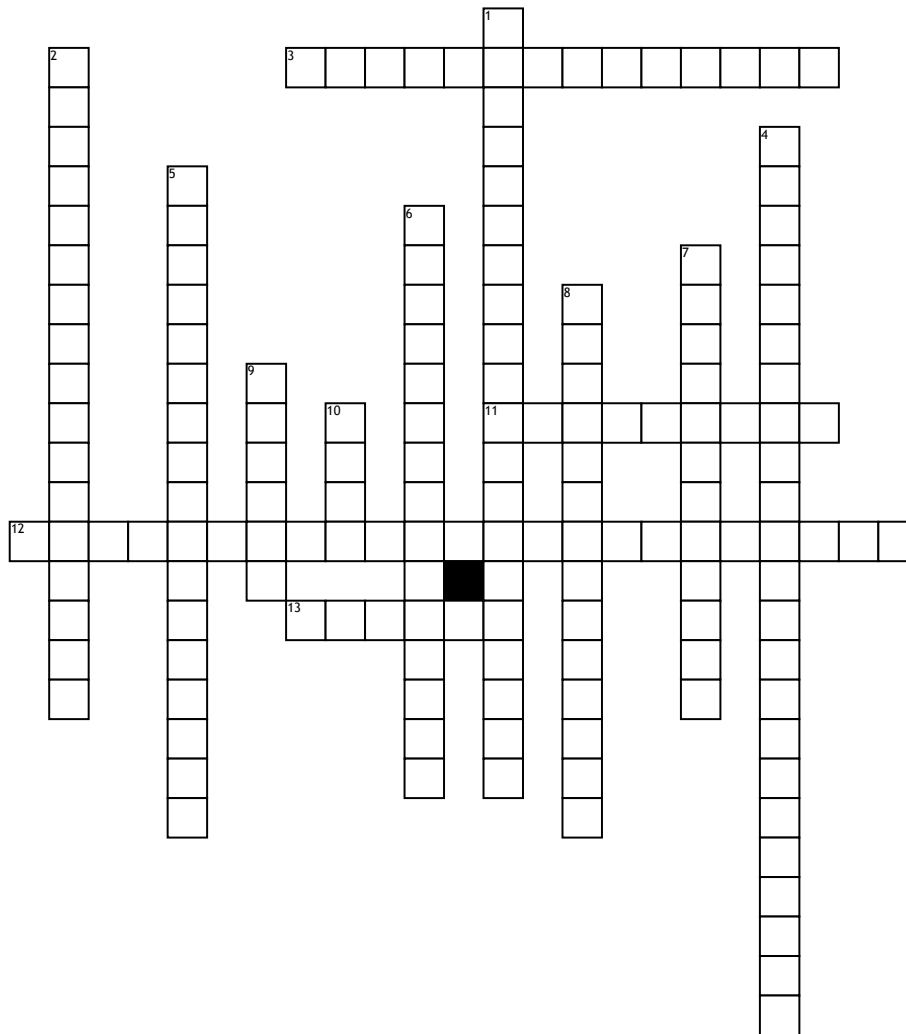


Name: _____

Date: _____

Elements of Visual Language



Across

3. Used to create illusion
11. Line of sight between viewer and subject
12. Using a range of depths to get the audiences attention
13. a catchy phrase

Down

1. The way the camera is positioned
2. Used to convey different moods
4. Use models or people with good reputations
5. The arrangements of how it is presented

6. Making a viewer feel
7. The way the actor or model looks
8. The most likely consumers
9. Used to represent something else
10. Representing a company or organisation

Word Bank

Layout and graphics
Emotive language
symbol
Target audience
Body Language

Special effects
Camera shots and angles
Beauty and social standing
Foreground and Background

sightline
icon
slogan
Lighting and colour