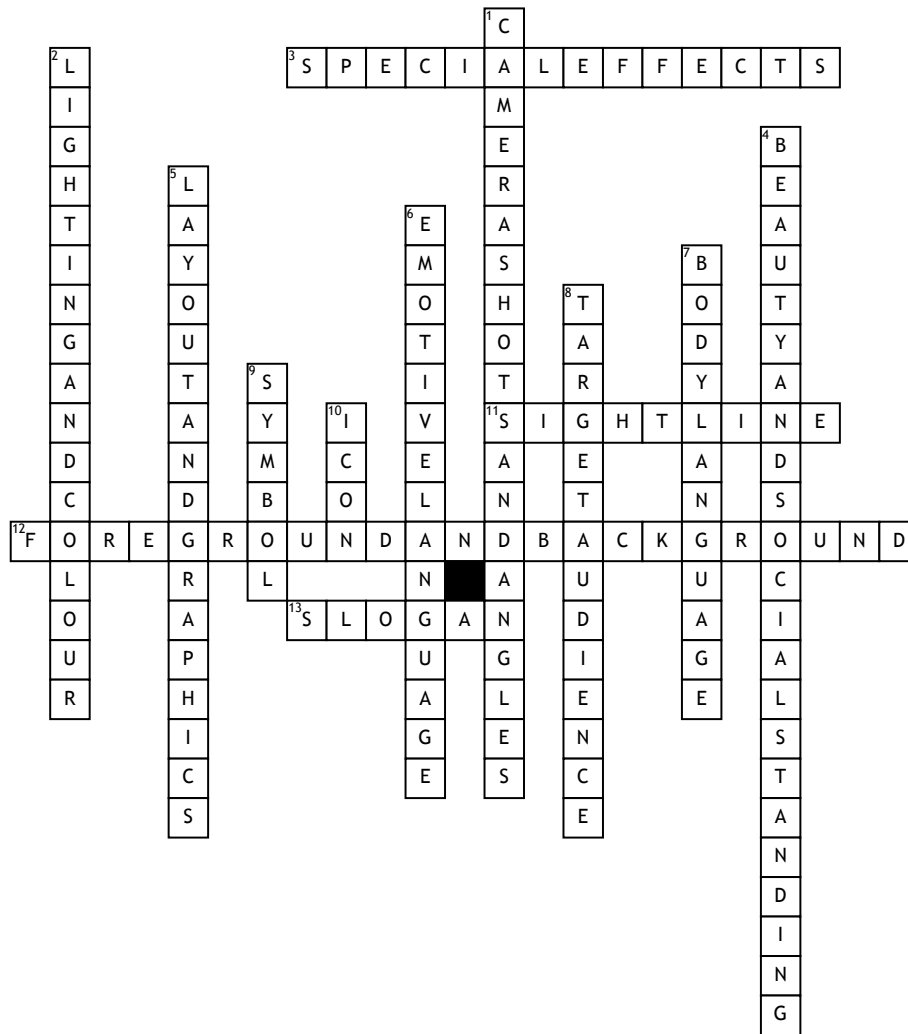


Name: _____

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

slogan
Camera shots and angles
sightline
Special effects
Emotive language

Body Language
Target audience
Lighting and colour
Beauty and social standing

Foreground and Background
icon
Layout and graphics
symbol