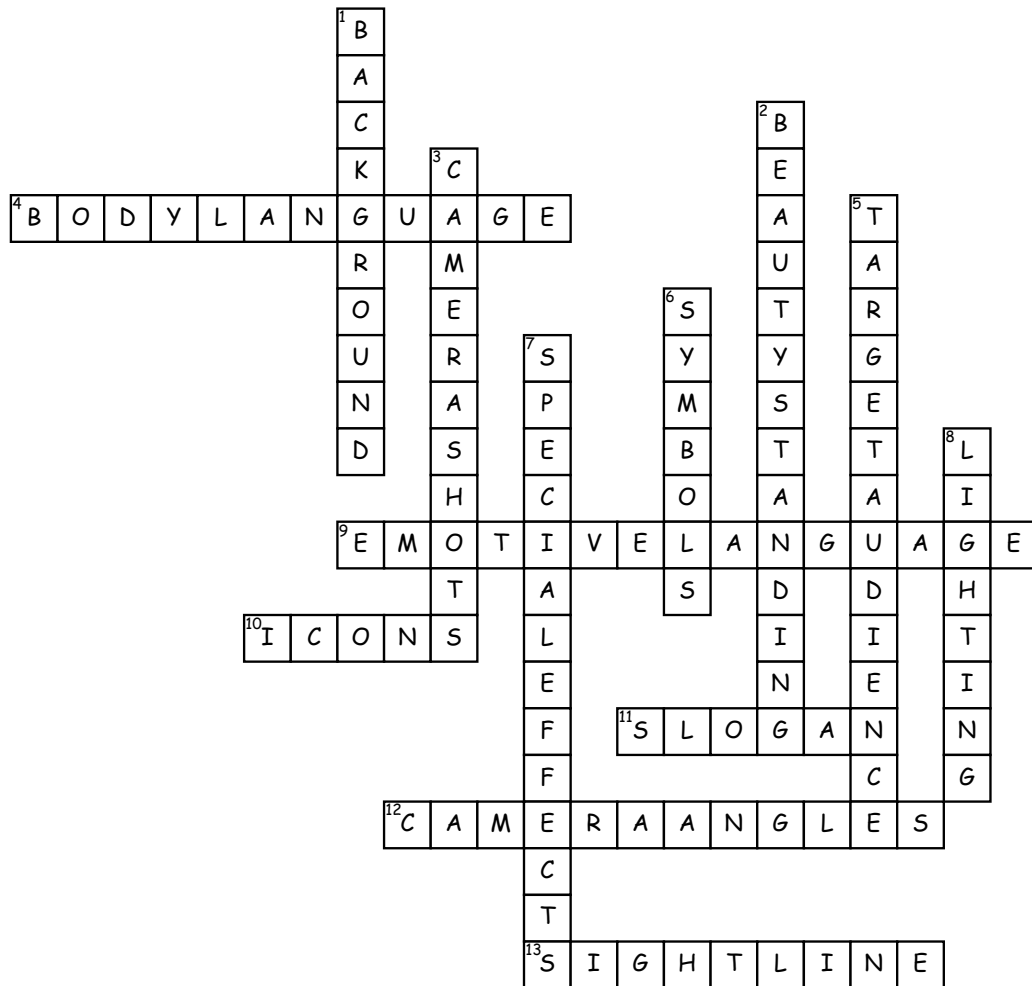


Name: _____

ELEMENTS OF VISUAL LANGUAGE



Across

4. the way the model looks and moves in the ad
9. refers to the words or phrases that are chose to make the viewer feel a specific way
10. symbols that are used to represent a company
11. brief phrase
12. relates to the distance of the camera from the subject

13. direct and uninterrupted line of sight between the viewer and subject

Down

1. helps to create meaning in successful visual image
2. advertisers may use high level of professional success to link their product with their fame
3. relates to the distance of the camera to the subject

5. group of people considered to most likely buy the product.

6. picture or diagram that is used to represent something

7. used to create illusions

8. bright colours and light are often used to convey a sense of fun and happiness while dull and dim colours may represent gloom and sadness

Word Bank

CAMERA ANGLES

LIGHTING

BODY LANGUAGE

BACKGROUND

CAMERA SHOTS

SLOGAN

ICONS

SYMBOLS

SPECIAL EFFECTS

SIGHTLINE

TARGET AUDIENCE

BEAUTY STANDING

EMOTIVE LANGUAGE