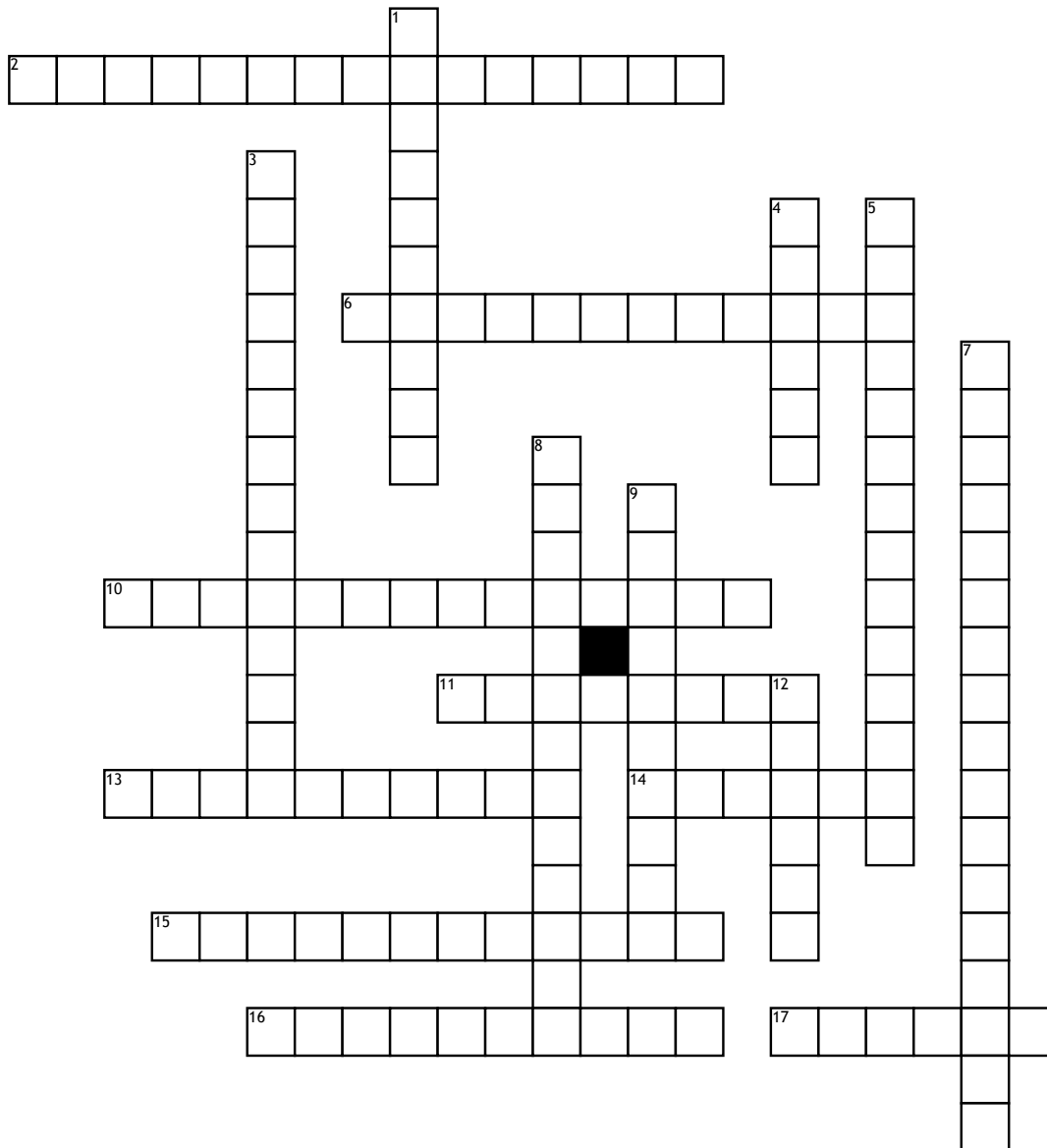


# Elements of Visual Language



## Across

2. the words or phrases chosen in ads, used to make the reader feel and react a certain way  
 6. communication between audiences and advertisers in the form of movement and look of models  
 10. linking of a product to a persons fame  
 11. choice of texts and symbols in advertisements  
 13. gives prominence to an image, through making it closer to the audience

14. arrangement of text and symbols in advertisement  
 15. the angle of the camera in relation to the subject including: high angle, eye level and low angle  
 16. the distance of a camera from the subject including, long shot, mid shot and close up  
 17. picture or diagram used to represent something else  
Down  
 1. used along with foreground to create a range of depths to make a successful visual text

3. group of people considered most likely to buy the product  
 4. use of models, that reflect societies ideals and make product more attractive  
 5. used to create illusions  
 7. used to convey different moods  
 8. symbols used to represent an organisation or company  
 9. direct and uninterpreted line of sight between viewer and the subject  
 12. a brief phrase associated with a product