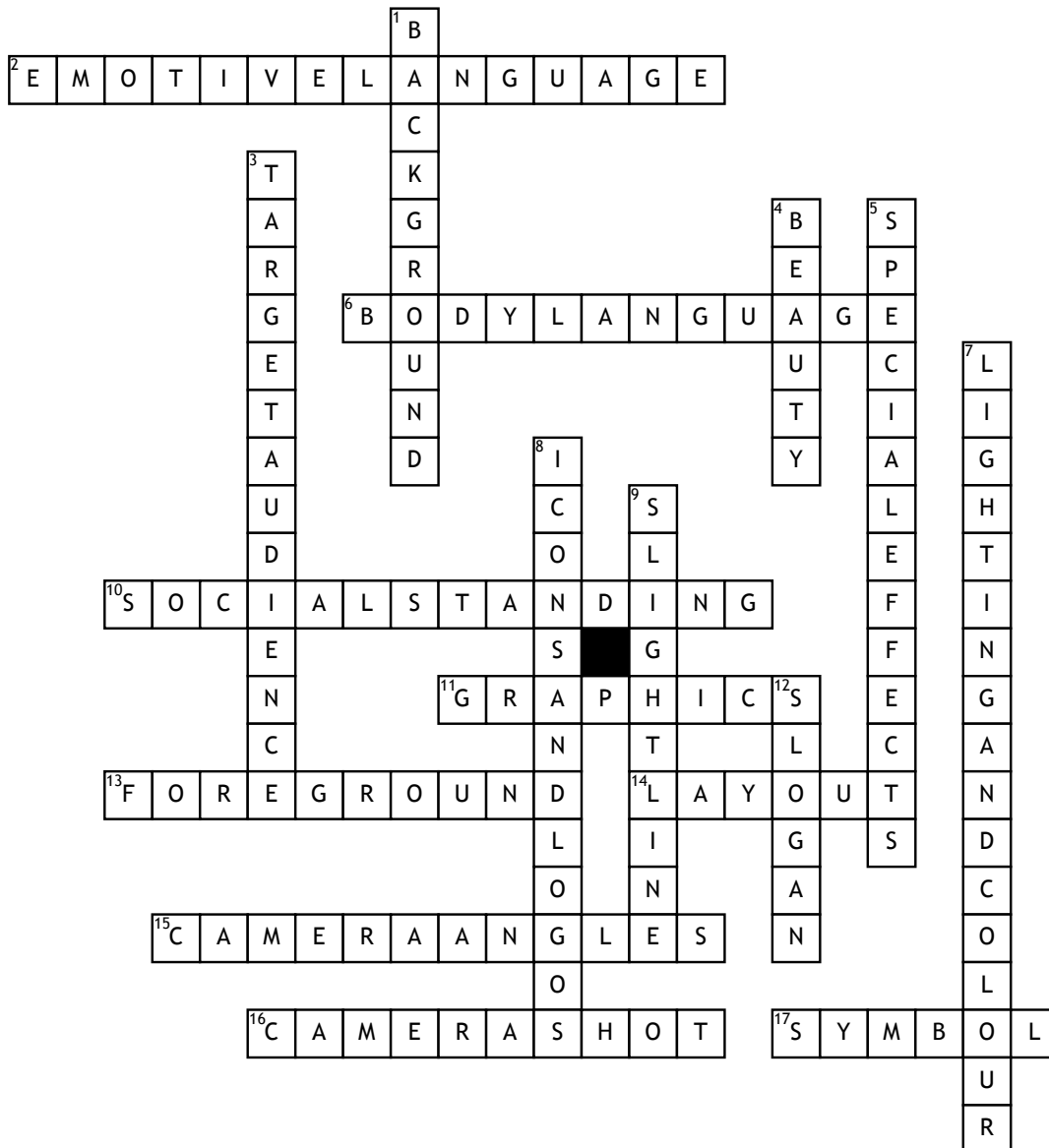


Elements of Visual Language



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