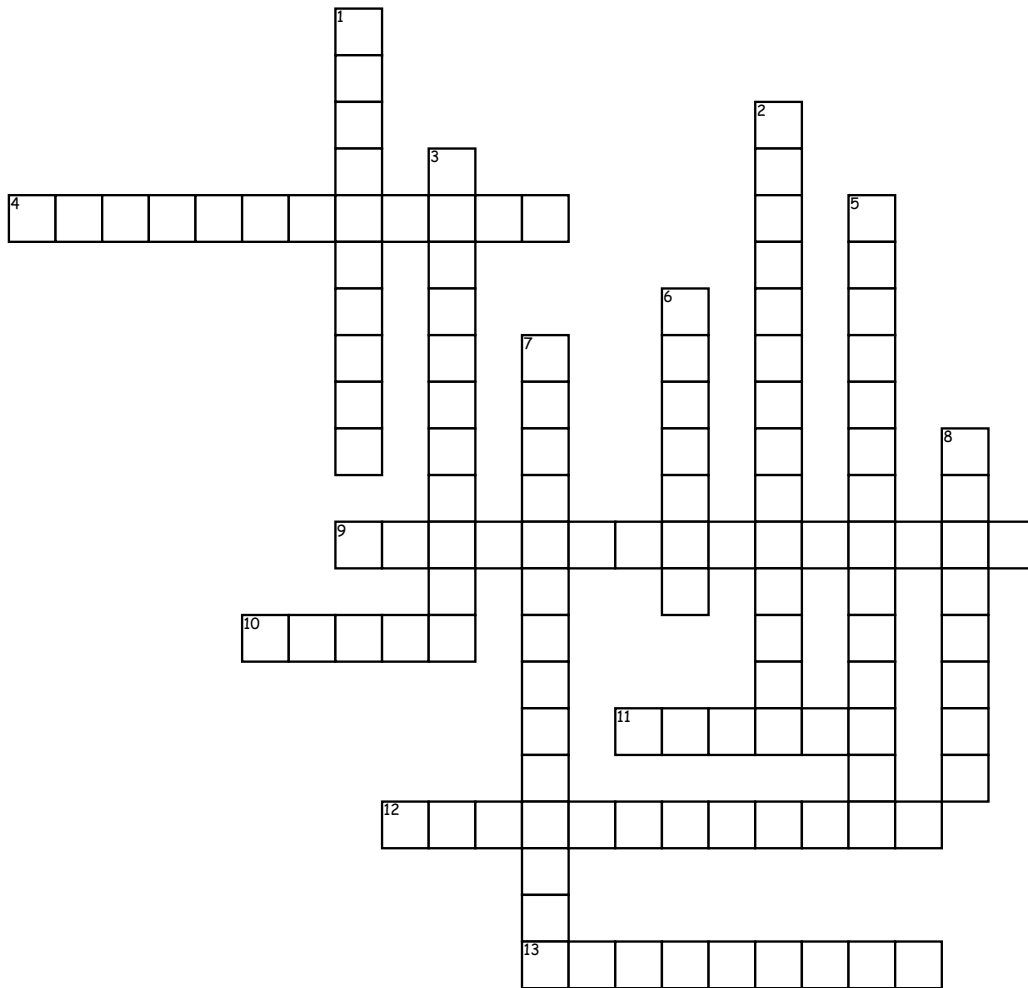


Name: \_\_\_\_\_

# 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

BACKGROUND

SLOGAN

EMOTIVE LANGUAGE

BODY LANGUAGE

SYMBOLS

CAMERA ANGLES

SIGHTLINE

SPECIAL EFFECTS

BEAUTY STANDING

LIGHTING

ICONS

TARGET AUDIENCE

CAMERA SHOTS