Visual Techniques



Across

5. The degree of

vibrancy/intensity of colour in an image.

8. Refers to the way that people in an image are looking at the viewer.

10. The use of only black and white in an image.

11. A reddish-brown pigment in colour.

12. Used to describe where the camera is positioned in relation to the subject.

13. Subject is looking away from the viewer.

14. The dominant image that draws our attention. Down

1. A thing that represents or stands for something else. 2. The direction of the sight-lines which the eyes are drawn to follow. Vectors lead the viewer from one element to 9. Subject is looking directly another.

Takes into account facial expression, gestures, posture, proximity to others and gaze.

4. Putting two contrasting images side by side to emphasise the contrast. 6. The space around and between the subject(s) of an image

7. The way that the whole text has been put together and the arrangement of elements within a visual text.

at the viewer.