

Name: _____

Film and Advertising Techniques

M T S A R T N O C W O L A C I R T E M M Y S A E
Q K Y E K W O L X S Y M M E T R I C A L R G E Z
S E P D E O P L X U R L D Z D E C E D S W F L I
E G M R L R O V N A A Q T N Y E S T O C O T G S
D A P M G V C K W M A L R V V I E F O R I M N T
O T E U N D S C R Z O Y A B V W T P E N F R A O
C N V Y A N N O C L K J C C S F T G F T E T E H
C O L Q A V N T L E Z T K W O P R U R O E X D S
I M O O R U C S O R A I H C I O W A C C C N I M
T J S Y E Z B M S N A S U E U P N D H K U U W O
A S S D M L L L E Z Q S E N Y H E N R O O X S O
M E I N A W W I U W C C D L E E I Y R I N Z E T
E F D M C W O F P X B E R V G Q L G E E A M T H
N A R U L E O F T H I R D S U N K E H Y P X J G
I S D D B B N G C G F L D E T C A Q V K T X B R
C T S D A U N I V Y N H S V A L C H X E E H U A
L Z E X D H Y A M C N I X B Y R I J G H L Y N I
O O Y I O F A D E O U T T M C N I T T I L T I N
N O I Z O O M O U T O W Y H X I I H H F H J E U
G M L E G N A W O L A Z K U G D T A K C M X D X
S I C C O M P O S I T I O N E I K A R M T W A M
H N R U O L O C V E P Y T S N E L N T G Q U F N
O R M J B E T I H W D N A K C A L B N S T F D B
T V W C Q C O O L C S E L E C T I V E F O C U S

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|-----------------|-----------------|-----------------|----------------|--------------|--------------|
| Cinematic-codes | Black-and-white | Selective-focus | Rule-of-thirds | Fast-zoom-in | Smooth-grain |
| Low-contrast | Asymmetrical | Camera-angle | Chiaroscuro | Symmetrical | Composition |
| foreground | Background | Film-stock | Deep-focus | Soft-focus | Wide-angle |
| Dutch-tilt | High-angle | Techniques | Lens-type | Low-angel | Eye-level |
| Long-shot | Shot-size | Dissolve | Fade-out | Zoom-out | High-key |
| Lighting | Close-up | Montage | Fade-in | Zoom-in | Low-key |
| Colour | Grainy | Static | Normal | Track | Tone |
| Wipe | edit | Tilt | Cool | Warm | Cut |
| Pan | | | | | |