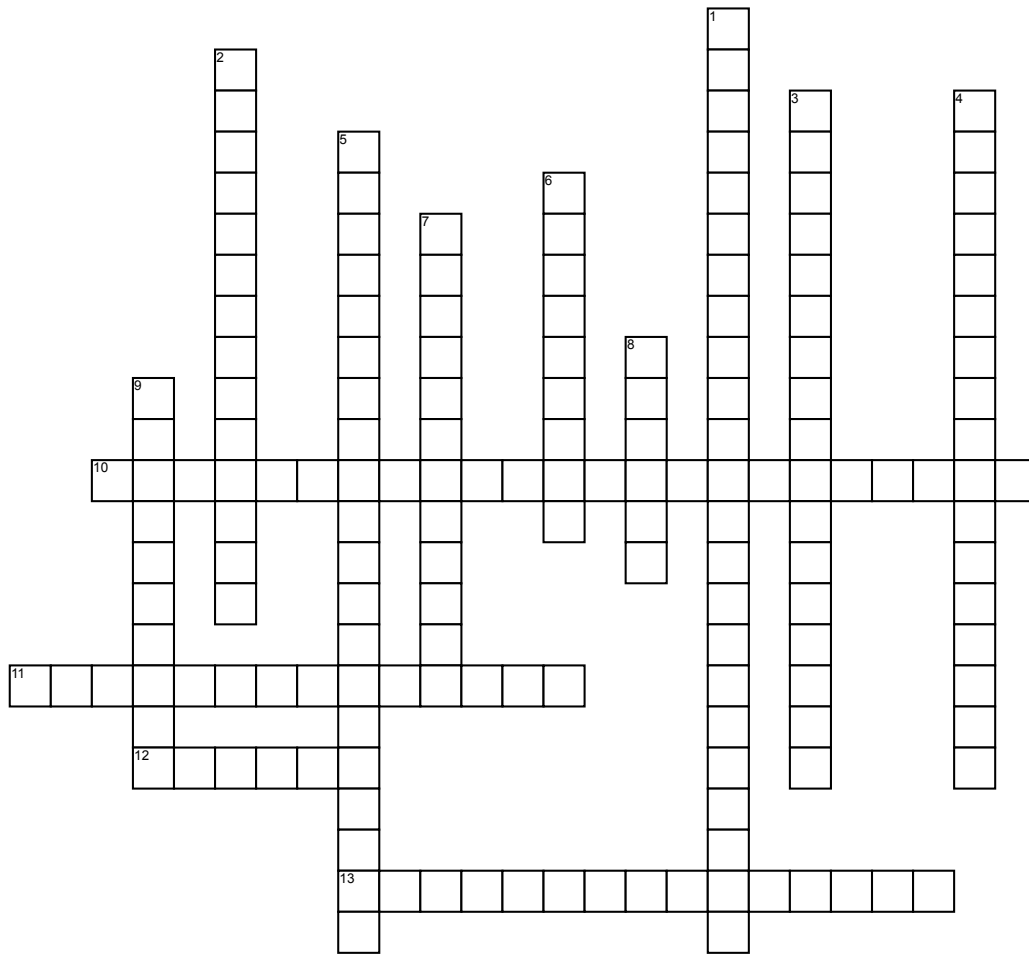# Visual Text

Across

10. using a range of depths in the image
11. the group of people considered to be the most likely consumers
12. a brief phase that is associated with a product or service
13. words or phrases that are chosen in advertising

Down

1. link their product with that person's fame or good reputation
2. used to create illusion
3. the arrangement of text and images
4. used to convey very different moods
5. distance from the subject(long, mid and short shot)
6. the direct and and uninterrupted line of sight
7. is about the way a model looks and moves in a ad
8. a picture or diagram that is used to represent something else
9. symbols that are used to show a company or a organisation

Word Bank

Beauty and social standing
slogan
camera shots and angles
layout and graphics
sightline

Foreground and background
emotive language
target audience
special effects

iconslogos
symbol
lighting and colour
body language