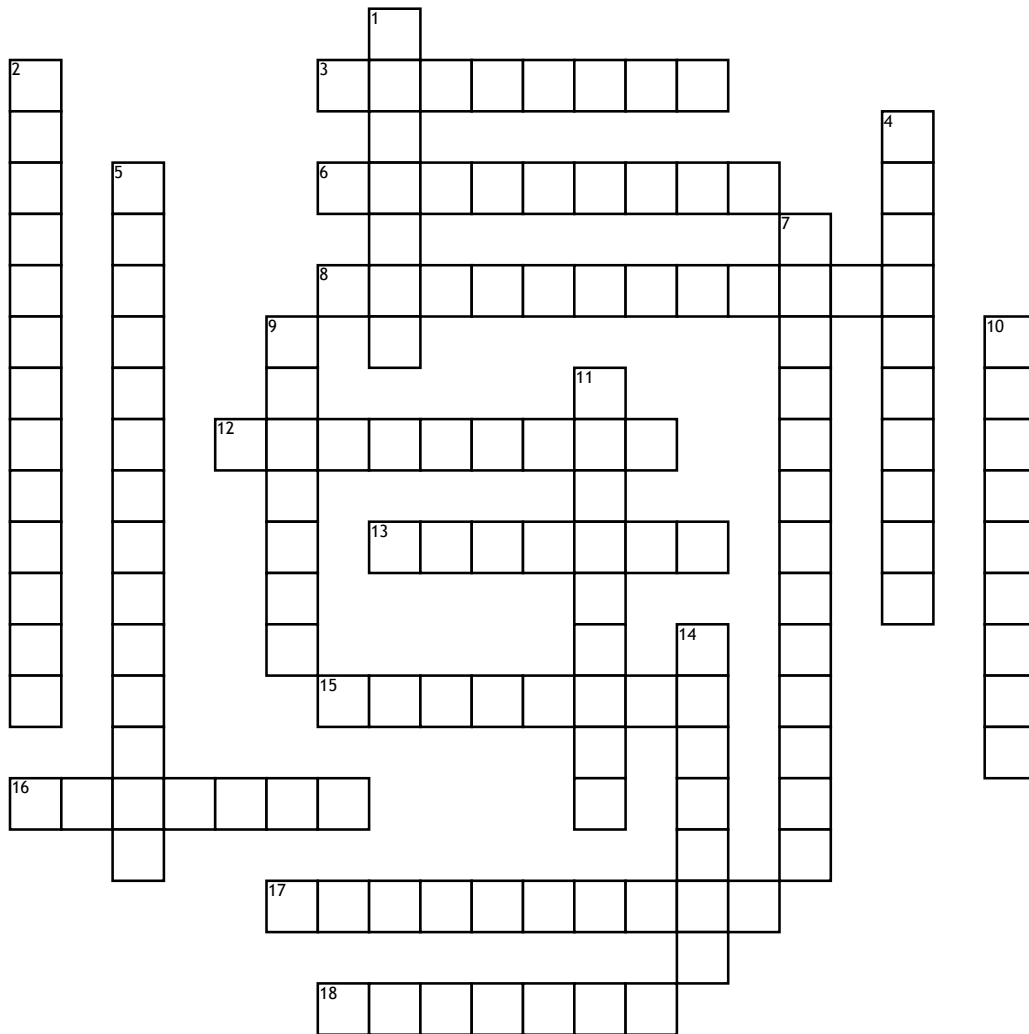


Name: _____

magazines



Across

- 3. the name and logo of the magazine
- 6. the way in which text helps to pin down the meaning of a picture and vice versa
- 8. really big letter which starts off an article
- 12. text on the cover that helps to sell the magazine to the audience
- 13. space between the letters
- 15. the text of written articles, produced as printed presentation to accepted industry standards

- 16. the gaps between the columns of text

- 17. a smaller headline printed above the main headline
- 18. the gaps at the edges of the page

Down

- 1. text that stands out as it has a coloured background
- 2. how the magazine speaks to the audience
- 4. magazines' distinctive design that distinguishes it from competitors

- 5. where the photos came from or who took it
- 7. fonts which do not have little bars on the end of the letters
- 9. the introductory paragraph of an article
- 10. small sub-heading used to split up a large block of text
- 11. fonts which have little bars on the end of letters
- 14. name of the person who wrote the article

Word Bank

- | | | | | |
|-------------|-------------|-----------------|-----------------|------------|
| gutters | house style | picture credits | serif font | sell lines |
| body copy | masthead | kerning | mode of address | cross head |
| by-lines | borders | sans serif font | the lead | anchorage |
| strap lines | banners | drop capitals | | |