**PRINT ADVERT TERMS 1 ANSWERS**

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|  |  |  |
| **TYPEFACE** | 1. font
 |  |
| **COLOUR PALETTE** | 1. range of colours
 |  |
| **HOUSE STYLE** | 1. the same design elements across all pages
 |  |
| **MODE OF ADDRESS** | 1. the way the text speaks to the audience
 |  |
| **HIGH KEY LIGHTING** | 1. brightly lit
 |  |
| **OVEREXPOSED** | 1. brightly lit leading to loss of visual detail
 |  |
| **DESATURATED** | 1. drained of colour, black and white
 |  |
| **CONNOTATION** | 1. symbolic level of meaning
 |  |
| **SANS-SERIF** | 1. typeface without hooks and loops
 |  |
| **(RULE OF) THIRDS** | 1. typical division of a page's layout and composition
 |  |
| **COMPOSITION** | 1. layout, arrangement of elements on a page
 |  |
| **LAYOUT** | 1. the overall design of a page
 |  |
| **FRAMING** | 1. the arrangement of elements on the edges of a page
 |  |
| **SIZING** | 1. the height of letters/ images
 |  |
| **EXTREME CLOSE UP** | 1. a shot of a parts of face
 |  |
| **CROPPING** | 1. getting rid of unwanted parts of an image
 |  |
| **OPACITY** | 1. transparency
 |  |
| **ANCHORING** | 1. text such as a caption ***defines or 'pins down'*** the meaning of an image
 |  |
| **CAPTION** | 1. headline, title, larger text
 |  |
| **SURREALISM, SURREALIST** | 1. Artistic movement inspired by the world of dreams
 |  |
| **DYSTOPIA** | 1. A nightmare world, opposite of utopia
 |  |

**PRINT ADVERT TERMS 2 ANSWERS**

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| **LOGO** | 1. a symbol denoting a brand
 |  |
| **TEXTUAL CODES** | 1. the way meaning is communicated by the words used
 |  |
| **EMOTIVE** | 1. emotional, appealing to emotions
 |  |
| **RHETORICAL** | 1. a question which does not expect an answer
 |  |
| **FORMAL/INFORMAL** | 1. mode of address can be …
 |  |
| **ALLITERATION** | 1. a repeated sound
 |  |
| **NEGATIVE SPACE** | 1. blank area of a page without text or images
 |  |
| **NATURALISTIC** | 1. gritty realism
 |  |
| **HYPERREAL** | 1. a screen-like realism
 |  |
| **OBJECTIFICATION** | 1. representing a male or female as an object
 |  |
| **GAZE** | 1. the way a subject or model looks towards the camera
 |  |
| **HYPERBOLE** | 1. language that uses exaggeration
 |  |
| **COPY** | 1. the main chunk of writing on a poster
 |  |
| **PACK SHOT** | 1. the picture of the product
 |  |
| **BRAND IDENTITY** | 1. the look, image, personality that the brand projects
 |  |
| **DIVERSIFICATION** | 1. when a company branches out and brings out many different kinds of products
 |  |
| **REBRANDING** | 1. when a company changes the image and look of a product to modernize it or change its character
 |  |
| **REPOSITIONING** | 1. changing the image of a product to appeal to a new audience
 |  |
| **USP** | 1. unique selling point / proposition: a distinct stand-out quality that helps a brand to sell
 |  |
| **AIDA** | 1. Four letter acronym :4 basic rules of an advert:

attract Attention, maintain Interest, arouse Desire, call to Action  |  |
| **VTTI** | 1. four sections of analysis of a media product:

Visual Typographical Textual Institutional  |  |