**PRINT ADVERT TERMS 1 NAME**

|  |  |  |
| --- | --- | --- |
|  |  | TICK OR UNDERLINE THE CORRECT TERM |
|  | 1. font | **facetype, typeface, type** |
|  | 1. range of colours | **colour palette, colour plate, colour gradient** |
|  | 1. the same design elements across all pages | **house style, layout, mode of address** |
|  | 1. the way the text speaks to the audience | **house style, textual code, mode of address** |
|  | 1. brightly lit | **low angle lighting, high key lighting, fill lighting** |
|  | 1. brightly lit leading to loss of visual detail | **desaturated, overexposed, high angle** |
|  | 1. drained of colour, black and white | **sepia, desaturated, opacity** |
|  | 1. symbolic level of meaning | **connotation, denotation, notation** |
|  | 1. typeface without hooks and loops | **sheriff, serif, sans-serif** |
|  | 1. typical division of a page's layout | **framing, (rule of) thirds, composition** |
|  | 1. layout, arrangement of elements on a page | **composition, decomposition, register** |
|  | 1. the overall design of a page | **framing, layout, cropping** |
|  | 1. a shot of a parts of face | **extreme close up, mid-shot, low angle** |
|  | 1. getting rid of unwanted parts of an image | **green-screen, cropping, scaling** |
|  | 1. transparency | **desaturation, compositing, opacity** |
|  | 1. text such as a caption ***defines or 'pins down'*** the meaning of an image | **titling, foregrounding, anchoring** |
|  | 1. headline, title, larger text | **caption, stand-first, body** |
|  | 1. Artistic movement inspired by the world of dreams | **utopian, surrealism, impressionism** |
|  | 1. A nightmare world, opposite of utopia | **dyslexia, austerity, dystopia** |
|  | 1. When one media product refers to another | **postmodernism, self-referencing, inter-textuality** |

**PRINT ADVERT TERMS 2 NAME**

|  |  |  |
| --- | --- | --- |
|  |  | TICK OR UNDERLINE THE CORRECT TERM |
|  | 1. a symbol denoting a brand | **connotation, logo, tagline** |
|  | 1. the way meaning is communicated through the words used | **hierarchy of needs, textual codes, visual signifier** |
|  | 1. emotional, appealing to emotions | **emotive, emoticon, emoji** |
|  | 1. a question which does not expect an answer | **hyberbole, oxymoron, rhetorical** |
|  | 1. a repeated sound | **punning, alliteration, diegetic** |
|  | 1. blank area of a page without text or images | **negative space, heads up display , copy** |
|  | 1. a screen-like realism | **objectification, hyperreality, authenticity** |
|  | 1. representing a male or female as an object | **commodification, consumerism, objectification** |
|  | 1. the way a subject or model looks towards the camera | **eyeline, voyeurism, gaze** |
|  | 1. language that uses exaggeration | **hyperbole, rhetoric, alliteration** |
|  | 1. the main chunk of writing on a poster | **copy, logo, graphic** |
|  | 1. the picture of the product | **tagline, slogan, pack shot,** |
|  | 1. the look, image, personality that the brand projects | **gratification, brand identity, connotation** |
|  | 1. when a company branches out and brings out many different kinds of products | **reinvention, diversification, gratification** |
|  | 1. when a company changes the image and look of a product to modernize it or change its character | **refitting, representation, rebranding** |
|  | 1. changing the image of a product to appeal to a new audience | **repositioning, remixing, rebooting** |
|  | 1. unique selling point / proposition: a distinct stand-out quality that helps a brand to sell | **JCB, USP, PIR** |
|  | 1. Four letter acronym :4 basic rules of an advert: attract Attention, maintain Interest, arouse Desire, call to Action | **LIAR, AIDA, GEARS** |
|  | 1. According to postmodernism, nothing is ……. | **original, fake, complete** |