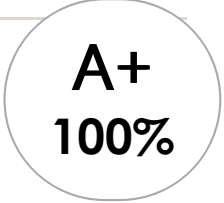# Quizlet

NAME _____

## 27 Multiple choice questions

**A+**
**100%**

1.  the part of the text at the front of the scene
    a.  framing
    b.  **CORRECT:** foreground
    c.  background
    d.  logo

2.  Creates mood and feeling. Intensity of light as well as the use of shadow enhances atmosphere. It may also evoke connotations of good and evil, right and wrong, truth and deception.
    a.  logo
    b.  gaze
    c.  **CORRECT:** light
    d.  insert

3.  this is often evident in some subjects - for example teachers wear glasses, have hair in a bun; sport stars are huge and muscled. Be aware of this and be prepared to evaluate this as being a representation of the truth.
    a.  framing
    b.  **CORRECT:** stereotyping
    c.  salient point
    d.  tracking

4.  the movement of the camera following the movement of a character which allows the audience to see things from the perspective of the character
    a.  gaze
    b.  **CORRECT:** tracking
    c.  graphics
    d.  framing

5.  The arrangement of opposite elements (light and dark, large and small, rough and smooth) to create interest, excitement or drama.

    a.  insert

    b.  gesture

    c.  **CORRECT:** contrast

    d.  logo

6.  the drawn pictures or diagrams that can appear in a visual text

    a.  **CORRECT:** graphics

    b.  tracking

    c.  framing

    d.  gaze

7.  what is actually represented. Different subjects create different feelings. For example, children often create emotion and sympathy; the sea often creates feelings of freedom.

    a.  insert

    b.  symbol

    c.  **CORRECT:** subject

    d.  light

8.  What is included is deliberately placed (also applies to what is omitted). Consider all inclusions and omissions e.g. surroundings, objects, clothing etc.

    a.  **CORRECT:** composition

    b.  juxtaposition

    c.  contrast

    d.  positioning

9.  part of the text behind the main objects

    a.  vector

    b.  **CORRECT:** background

    c.  tracking

    d.  foreground

10. a symbol used to represent an organisation, company group or team

    a. gaze

    b. **CORRECT:** logo

    c. symbol

    d. light

11. lines (imaginary or real) drawing our eyes to particular points on the text.

    a. logo

    b. symbol

    c. **CORRECT:** vector

    d. gesture

12. In black & white images examine the use of contrast, light and darkness. In a colour image, colours are used to signify feelings and evoke a response. E.g. Red = passion, anger, hell, vitality, etc. blue = peace, harmony or coldness.

    a. foreground

    b. gaze of demand

    c. **CORRECT:** colour, hue and tone

    d. camera angle

13. The way or order in which we 'read' a visual text. Usually our eyes are attracted by the salient point and then directed to different parts of the text via vectors, emphasis and positioning.

    a. tracking

    b. framing

    c. **CORRECT:** reading path

    d. salient point

14. borders around an image, containing an image

    a. graphics

    b. **CORRECT:** framing

    c. symbol

    d. tracking

15. where the subject is looking

    a. gesture

    b. **CORRECT:** gaze

    c. logo

    d. light

16. large, bold quotes placed in a visual text to attract attention

    a. subject

    b. light

    c. **CORRECT:** insert

    d. gaze

17. the angle from which an object is viewed by the camera, with each angle creating differences in effect

    a. **CORRECT:** camera angle

    b. contrast

    c. tracking

    d. framing

18. texts in which meaning is communicated by images rather than words. Photographs, illustrations in books, paintings, advertisements, signs and web pages are examples.

    a. light

    b. insert

    c. subject

    d. **CORRECT:** visual texts

19. a border around a particular element in the text, drawing emphasis or separating an element from the rest of the text

    a. stereotyping

    b. tracking

    c. framing

    d. **CORRECT:** internal framing

20.    the most outstanding element of the image to which our eyes are drawn first
   a. **CORRECT:** salient point
   b. reading path
   c. stereotyping
   d. positioning

21.    the placement of words, images or ideas in close proximity in order to highlight their differences and create a contrast
   a. **CORRECT:** juxtaposition
   b. positioning
   c. composition
   d. contrast

22.    the posture or movement of the body that expresses an idea or emotion
   a. insert
   b. vector
   c. gaze
   d. **CORRECT:** gesture

23.    looking elsewhere (to the side, up or down) and offers the responder a view outside the visual text. Could be suggest danger, wistful thinking, yearning for what is beyond the text.
   a. gaze
   b. gaze of demand
   c. **CORRECT:** gaze of offer
   d. camera angle

24.    where a character looks straight at the responder and 'demands' a response.
   a. gaze
   b. gaze of offer
   c. **CORRECT:** gaze of demand
   d. background

25.    an item that is used to represent an abstract concept or idea e.g. the dove used to indicate peace

     a.  **CORRECT:** symbol

     b.  logo

     c.  insert

     d.  vector

26.    where elements are placed. Central placement draws emphasis.

     a.  framing

     b.  composition

     c.  **CORRECT:** positioning

     d.  juxtaposition

27.    can be referred to as point of view. This technique is best described using camera angles. Different perspectives create different feelings and ideas. High angles, looking down on a subject may create the idea of powerlessness; low angles, looking up at a subject may create the idea of power.

     a.  vector

     b.  **CORRECT:** perspective

     c.  gesture

     d.  graphics