



4.2.5 Audience appeal (Std, ES and EAL/D)

Poster messages

Using only the poster, complete the table to identify the problem behaviour, the audience and how it is designed to appeal to its target.

Poster	Behaviour to change	Emotional effect

Visual language revision

Match the explanations below the table to their corresponding terms.

Gaze:	
• Offer	
• Demand	
Rule of thirds	
Vectors	
Framing	
Symbols	
Font	
Composition / layout	
Saliency / salient image	
Reading path	
Colour	
Camera shots	
Camera angles	
Lighting	



what is foregrounded

different styles of lettering

dividing the page into nine equal sections and placing key elements of the image along the lines and intersecting points

a person in the image is looking directly at the camera/viewer

the placement and strength of lights

the lines along which the eye is directed by the arrangement of parts of an image

what is included in an image, having excluded other possibilities

associations of the upper sections of an image with aims and the lower sections with actuality

the ways we look at images of people and the way people in images look at the viewer

a person in an image is looking at something in or outside the picture

Images of objects, colours, shapes, animals or sounds etc that can represent an abstract idea

the organisation of objects, people, and words on the page

the angle and distance of the camera





Multimodal prompts

Conduct a Google search to locate the visual prompts for the slogans below. What visuals did you find?

In the analysis column write an explanation of the way the visual reinforces the slogan.

Slogan	Visuals found	Why does this work?
Get your hand off it		
RBT means you need a Plan B		
Clip every trip		