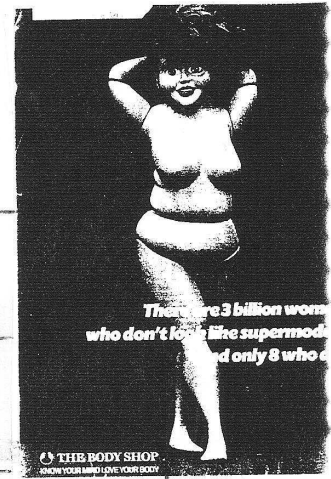


An AD ADVERT ADVERTISEMENT

The **VISUAL**

The **CATCH-PHRASE** / the **TEXT** /
the **SLOGAN**

The **SLOGAN**
("Know your mind, Love your body.")



The **LOGO** and the
BRAND NAME
("THE BODY SHOP")

DON'T FORGET to talk about: the **TARGET** & the **ADVERTISER'S INTENTIONS / GOAL**

PHOTOGRAPHY

NOMS	ADJECTIFS	VERBES
photography: la photographie a photograph / photo: une photo-graphie; a colour photograph a photograph in black and white a photographer the setting: le cadre / décor a composition the content(s): le contenu the layout: l'agencement des éléments a shadow: une ombre a reflection (limited = extensive) depth of field: la profondeur de champ a close-up: un gros plan the framing: le cadrage a technique the lighting: l'éclairage special effects the focal point: le point de convergence a high angle shot: une plongée a low angle shot: une contre-plongée a photo session: une séance de photographie	photographic bright / vivid colours pale / soft colours colourful: très coloré dull: terne sharp: net blurred: flou artistic; interesting; original; informal unusual: inhabituel dynamic; static artificial; uninteresting against the light: à contre jour chopped off: coupé off-camera: hors-champ	to take a photograph of... to photograph to centre: cadrer (quand on prend une photo) to focus on... to reinforce / emphasize to sit: poser to capture: saisir

ADVERTISING

NOMS	ADJECTIFS	VERBES
advertising: la publicité an advertisement / advert / ad: une publicité) a slogan a headline: un grand titre a caption: une légende / un texte explicatif a message an implication a cliché a stereotype a symbol of... an interpretation an identification (with...) a target: une cible a prospective buyer: un client potentiel a pun / a play on words: un jeu de mots a brand: une marque a model: un mannequin a lie: un mensonge an exaggeration	a bright / vivid colour a pale / soft colour printed: imprimé persuasive successful: réussi witty: drôle, spirituel cheerful: gai clever: astucieux informative honest banal, commonplace irritating ridiculous grotesque sexist dishonest	to advertise to aim to + verb: viser à to reinforce / emphasize to lie about... mentir sur... to symbolize to suggest to interpret to identify with... to give a positive / negative image of...

CARTOONS

NOMS	ADJECTIFS	VERBES
a cartoon a cartoon character: un personnage de dessin humoristique a cartoonist: un dessinateur a drawing: un dessin a caricature a caption: une légende a balloon: une bulle a target: une cible a symbol of... a representation of... an exaggeration a satire of... a criticism of... humour wit: l'esprit	funny hilarious witty: drôle, spirituel humorous satirical sarcastic cruel biting: mordant exaggerated silly	to show to symbolize to criticize to draw (draw, drawn): dessiner to exaggerate to highlight / underline to ridicule

ART

NOMS	ADJECTIFS	VERBES
an artist a painter a sculptor a painting an oil: une huile a drawing: un dessin a watercolour: une aquarelle a print: une gravure a sculpture a portrait a sketch: une esquisse, un croquis a hue: une teinte a shade of + colour: une nuance de + couleur a touch of... a line the perspective a reflection: un reflet the stroke of the brush / of the pen: le coup de pinceau / de crayon a shape: une forme a square / rectangle / diamond / triangle: un carré / rectangle / losange / triangle a circle / an oval: un cercle / un ovale a figure: un personnage peint / dessiné the landscape / scenery: le paysage the setting: le décor a symbol	a bright / vivid colour a soft / pale colour colourful: très coloré garish: criard a pastel colour dull: terne dark: sombre informal unusual: inhabituel original dynamic static classical romantic surrealistic abstract (non-) figurative three-dimensional	to paint to draw (draw, drawn): dessiner to sculpt: sculpter to reinforce / emphasize / highlight to suggest to symbolize to represent to embody: incarner to focus on