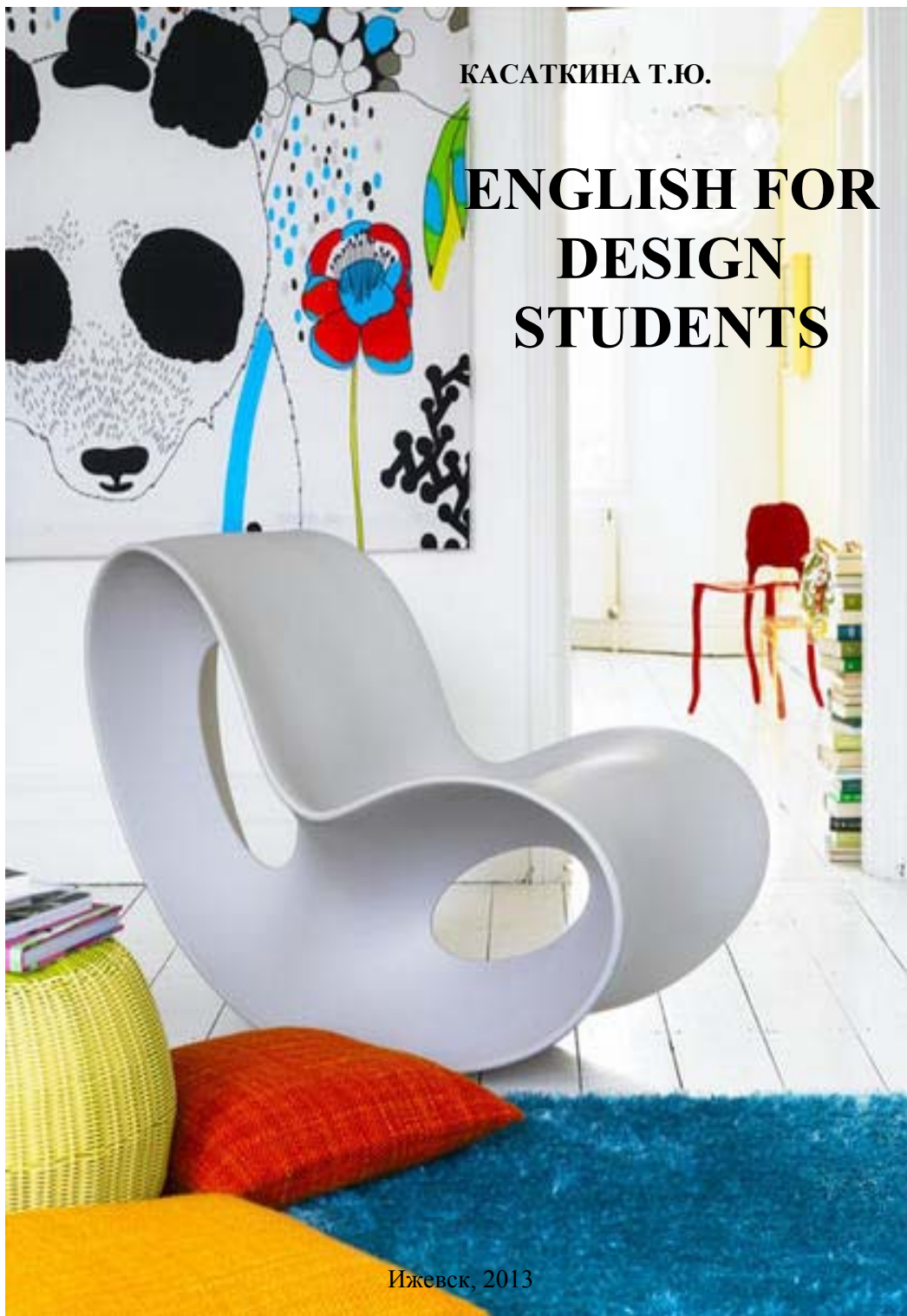КАСАТКИНА Т.Ю.

ENGLISH FOR DESIGN STUDENTS

Ижевск, 2013

Министерство образования и науки Российской Федерации
ФГБОУ ВПО «Удмуртский государственный университет»
Факультет профессионального иностранного языка

English
for Design Students

Учебное пособие

Ижевск 2013

Учебное пособие предназначено для студентов бакалавриата направления «Дизайн» профилей «Графический дизайн» и «Дизайн среды».

Пособие охватывает вопросы, связанные с историей графического дизайна, терминологией, видами деятельности графических дизайнеров, их профессиональным обучением, разработкой логотипов и упаковок, типами рекламы, элементами и принципами дизайна, подбором мебели, современным стилями декорирования т.д.

Пособие может быть использовано с магистрантами и студентами, получающими дополнительную квалификацию по направлению «Переводчик в сфере профессиональной коммуникации».

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Предисловие

Учебное пособие предназначено для студентов бакалавриата направления «Дизайн» профилей «Графический дизайн» и «Дизайн среды». Пособие соответствует программным требованиям Федерального государственного образовательного стандарта.

Актуальность создания данного пособия обусловлена тем, что для бакалавров дизайна не существует узкоспециализированных учебных изданий по английскому языку, посвященных указанным выше профилям.

Целью учебного пособия «English for Design Students» является обучение профессиональному иностранному языку студентов бакалавриата Института Искусств и Дизайна. Пособие предназначено для обучения чтению и переводу профессиональных текстов, а также для овладения специализированной лексикой и закрепления грамматических явлений, изученных в курсе «General English».

Данное издание имеет своей целью формирование таких компетенций, как способность к обобщению, анализу, восприятию информации, способность логически верно, аргументировано и ясно строить устную и письменную речь, способность адекватно переводить аутентичные тексты с английского языка на русский язык.

Пособие состоит из двух частей: «Graphic design» и «Interior Design». Первая часть охватывает вопросы, связанные с историей графического дизайна, терминологией, видами деятельности графических дизайнеров, их профессиональным обучением, разработкой логотипов и упаковок, типами рекламы и т.д. В данном разделе предлагаются термины и выражения, наиболее употребляемые в сфере графического дизайна. Поэтому здесь рекомендуется обратить особое внимание на овладение лексикой, не забывая о произношении слов. Грамматические упражнения данной части включают в основном задания на закрепление видовременных форм глагола.

Вторая часть связана непосредственно с дизайном интерьера помещений. Здесь представлены тексты об элементах и принципах дизайна, о подборе мебели, современных стилях декорирования. На данном этапе следует обратить особое внимание на обучение переводу текстов, а также на развитие коммуникативных компетенций в данной области.

Каждый из разделов пособия построен таким образом, чтобы процесс овладения материалом был доступным и в то же время максимально эффективным. В начале урока предлагается ознакомиться с новыми лексическими единицами раздела, отработать их произношение. Далее студентам предложены текст и тренировочные упражнения на закрепление лексики и грамматики текста. В качестве дополнительного материала предложены разнообразные задания для работы в Интернете (схемы, иллюстрации, образцы эссе и т.д.), которые завершают процесс закрепления полученных знаний и стимулируют интерес к предмету.

Пособие может быть использовано на практических занятиях и в процессе самостоятельной работы студентов, в учебно-исследовательской работе магистрантов, а также во время переводческой практики студентов, получающих дополнительную квалификацию по направлению «Переводчик в сфере профессиональной коммуникации».

Автор-составитель

GRAPHIC DESIGN
LESSON 1

How the Past Influences the Present

The history of graphic design can serve as an excellent source of inspiration, especially if you study how art and technological developments influenced certain designers. While the entire history of graphic design is way too long, here are some interesting details to note.

Advertising existed in ancient times. Egyptians wrote sales messages and designed wall posters on papyrus, while politicians in Pompeii and ancient Arabia created campaign displays.

The lines between graphic design, advertising, and fine art often blurred together until the mid-1800s. At that time, Henry Cole explained the importance of graphic design to his government (in Great Britain) in the Journal of Design and Manufactures. Cole went on to become influential in the growth of design education.

You can see an incredibly successful example of a logo as far back as 1885, when Frank Mason Robinson created the classic Coca Cola logotype. Yet the actual term "graphic design" didn't appear until 1922, when it was coined by the type designer, illustrator, and book designer William Addison Dwiggins.

Throughout the 20th century, new styles and technologies emerged rapidly, each one exerting some influence on graphic design. For instance, the Bauhaus movement embraced mass production and the new machine culture after World War I; after World War II photography began replacing illustrations in most graphic design, and post-modernism brought new materials, bright colours, and humour to design. And of course with computers came the digital revolution.

Hopefully you'll look further into some of these design movements. After all, who says Art Nouveau can't be used in a digital format, and computer fonts can certainly recreate ancient calligraphy. Perhaps graphic designs of the past can help enhance your own work in original ways today.

Active vocabulary of the lesson

Verbs: serve, influence, note, exist, create, blur, explain, go on, appear, coin, emerge, exert, embrace, replace, bring, recreate, enhance.

Nouns: source, inspiration, development, papyrus, campaign, advertising, importance, manufacture, growth, logotype, influence, instance, illustrations, humour, movements, fonts, calligraphy.

Adjectives: excellent, technological, certain, entire, ancient, influential, successful, classic, actual, digital, original.

Adverbs: especially, rapidly, incredibly, hopefully.

Lexical exercises

1. Make up expressions with the given new words.
Model: excellent calligraphy, successful campaign etc.

2. Find in the text word combinations beginning with:
excellent …, technological …, entire …, interesting …, ancient …, fine …, successful …, classic …, actual …, new …., mass …, bright …, digital … .

3. Word-building

Verb	Noun	Adjective	Adverb
serve			
	influence		
		successful	
			rapid
use			

4. Try to give

a) *synonyms to the following words:* incredibly, serve, messages, influence, designer, movement, ancient, of course, the past, example.

b*) antonyms to the following words:* excellent, long, interesting, ancient, emerge, rapidly, new, bright, original.

5. Find in the dictionary interesting phrases with the words:

coin, campaign, way, art, logo, culture, production, colour.

6. Name in one word:

a) an act of moving or being moved =

b) an identifying symbol used as a trademark =

c) any stimulus to creative though or acting =

d) the art of decorative handwriting =

e) the act of taking pictures by means of a camera and film sensitive to light =

Grammar exercises

1. Identify the following verb forms:

study, influenced, wrote, designed, went on, can see, was coined, exerting, began, embraced, began, brought, came, will look, says, can be used, can recreate.

2. Make the following sentences negative:

1. Henry Cole explained the importance of graphic design to his government (in Great Britain).

2. Graphic designs of the past can help enhance your own work in original ways today.

3. New styles and technologies emerged rapidly.

4. Post-modernism brought new materials, bright colours, and humour to design.

5. Frank Mason Robinson created the classic Coca Cola logotype.

6. The Bauhaus movement embraced mass production and the new machine culture.

3. Make up questions.

1. graphic today design of the past help enhance can your own work in original ways?

2. created the classic Coca who Cola logotype?

3. times advertising exist in did ancient?

4. inspiration can the history of graphic serve as an excellent design an source of?

5. Egyptians where did write sales messages?

6. Henry where to his explain did Cole the importance of graphic design to his government?

4. Give the forms of irregular verbs:

write, go, see, begin, bring, come, say.

5. Do a grammar test.

1. Art and technological developments (to influence) certain designers.

2. Politicians in Pompeii and ancient Arabia (to create) campaign displays.

3. The entire history of graphic design (to be) way too long.

4. Photography (to begin) replacing illustrations in most graphic design.

5. Cole (to go on) to become influential in the growth of design education.

6. The actual term "graphic design" (not to appear) until 1922.

7. And of course with computers (to come) the digital revolution.

8. Art Nouveau (can be used not) in a digital format.

9. Art and technological developments (to influence) certain designers.

10. Computer fonts certainly (to recreate) ancient calligraphy.

Reading comprehension

1. Read the text once again and give the main idea.

The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:

1. When did the term "graphic design" appear?

2. When did Frank Mason Robinson create the classic Coca Cola logotype?

3. When did new styles and technologies emerge rapidly?

4. When did the digital revolution come?

5. Did advertising exist in ancient times?

6. When did photography begin replacing illustrations in graphic design?

7. What did post-modernism bring to design?

3. True or false:

1. And of course with computers came the era of artificial intelligence.

2. Doctor Pemberton created the classic Coca Cola logotype.

3. Advertising existed in ancient times.

4. The term "graphic design" was coined by the type designer, illustrator, and book designer William Addison Dwiggins.

5. Egyptians designed wall posters on papyrus.

4. Work in pairs and discuss the following topics:

1. Bauhaus movement.

2. The history of Art Nouveau.

3. Advertising in ancient times.

5. Write a letter to your friend about the problem discussed in the text.

Internet resources for independent work:

http://www.designbook.com.ua/Arxutektura/Monografuu-Sbornuku-rabot/Bauhaus-Temporis-collection.5314.html

http://www.cs.umb.edu/~alilley/bauhaus.html

http://www.wsws.org/articles/1999/nov1999/bau-n23.shtml

http://en.wikipedia.org/wiki/Art_Nouveau

LESSON 2

Graphic designers

Graphic design is versatile. It may embrace a multitude of diverse design-related industries. However, on the whole design encompasses services provided by professional artists, designers and image makers. We think graphic design is not just a beautiful visual representation, but a science in its own right, with its own philosophy and history. It marries painter's art and analyst's precision. After all, any graphic design, operating non-verbal and visual symbols, may exert great influence on the audience.

Graphic designers - or graphic artists - plan, analyze, and create visual solutions to communications problems. They find the most effective way to get messages across in print and electronic media using colour, type, illustration, photography, animation, and various print and layout techniques. Graphic designers develop the *overall layout and production design of magazines, newspapers, journals, corporate reports, and other publications*. They also produce *promotional displays, packaging, and marketing brochures for products and services, design distinctive logos for products and businesses, and develop signs and signage systems -called environmental graphics - for busi-*

ness and government. An increasing number of graphic designers also develop *material for Internet Web pages, interactive media, and multimedia projects*. Graphic designers also may produce the *credits that appear before and after television programs and movies*.

The first step in developing a new design is to determine the needs of the client, the message the design should portray, and its appeal to customers or users. Graphic designers consider *cognitive, cultural, physical, and social factors* in planning and executing designs for the target audience. Designers gather relevant information by meeting with clients, creative or art directors, and by performing their own research. Identifying the needs of consumers is becoming increasingly important for graphic designers as they continue to develop corporate communication strategies in addition to creating designs and layouts.

Graphic designers prepare sketches or layouts - by hand or with the aid of a computer - to illustrate their vision for the design. They select colours, sound, artwork, photography, animation, style of type, and other visual elements for the design. Designers also select the size and arrangement of the different elements on the page or screen. They may create graphs and charts from data for use in publications, and they often consult with copywriters on any text that accompanies the design. Designers then present the completed design to their clients or art or creative director for approval. In printing and publishing firms, graphic designers also may assist the printers by selecting the type of paper and ink for the publication and reviewing the mock-up design for errors before final publication.

Graphic designers use specialized computer software packages to help them create layouts and design elements and to program animated graphics.

Graphic designers sometimes supervise assistants who follow instructions to complete parts of the design process. De-signers who run their own businesses also may devote a considerable time to developing new business contacts, choosing equipment, and performing administrative tasks, such as reviewing catalogues and ordering samples. The need for up-to-date computer and communications equipment is an ongoing consideration for graphic designers.

Active vocabulary of the lesson

Verbs: plan, analyze, create, develop, produce, determine, portray, consider, execute, gather, perform, identify, continue, prepare, illustrate, select, consult, specialize in, accompany, present, complete, assist, review, supervise, follow, devote, order.

Nouns: solution, layout, report, display, packaging, brochure, service, logo, businesses, sign, signage, page, media, needs, customer, target, audience, research, strategy, sketch, size, arrangement, charts, data, copywriter, approval, ink, error, software, equipment, sample.

Adjectives: visual, effective, various, promotional, distinctive, environmental, graphic, cognitive, cultural, physical, social, relevant, corporate, different, creative, considerable.

Lexical exercises

1. Make up expressions with the given new words.

Model: to illustrate the page, to develop a new technique etc.

2. Word-building

Verb	Noun	Adjective	Adverb
create			
	packaging		
		promotional	
	arrangement		
		considerable	

3. Find in the text word combinations beginning with:

visual …, effective …, electronic …, various …, graphic …, promotional …, marketing …, distinctive …, interactive …, multimedia …, cognitive …, relevant …, creative …, different …, completed …, specialized …, considerable … .

4. Try to give:

a) *synonyms to the following words:* to produce, to determine, to consider, to gather, to perform, to identify, to continue, to develop, to prepare, to consult, to present, to assist, to review, to supervise, to complete, to devote;

b*) antonyms to the following words:* effective, increasing, new, relevant, important, different, completed, considerable.

5. Find in the dictionary interesting phrases with the words:

size, equipment, business, error, arrangement, sound, artwork, target, strategy, way, layout, approval, research.

6. Name in one word:

a) the act of agreeing that smth is good =

b) a piece of information, spoken or written, passed from one person to another =

c) an identifying symbol used as a trademark =

d) a large business organization =

e) one who buys and uses goods and services =

f) the exclusive right to reproduce, publish, and sell an original work, or any part of t, for a certain number of years =

g) a person using the services of a lawyer, architect, or other professional person =

h) relating to the arts of representation, decorating,, and printing on a flat surfaces =

Grammar exercises

1. Identify the following verb forms:

analyze, may assist, identifying, to get, is, should portray, is becoming.

2. Make the following sentences negative:

1. Graphic designers use specialized computer software packages.
2. They find the most effective way to get messages.
3. The first step in developing a new design is to determine the needs of the client.
4. They may create graphs and charts from data for use in publications.
5. Identifying the needs of consumers is becoming increasingly important for graphic designers.
6. Graphic designers also may produce the credits that appear before and after television programs and movies.

3. Make up questions.

1. Do develop and what graphic produce designers?
2. Gather do relevant how information designers?
3. Designers a what to time do devote considerable?
4. Graphic why use computer designers do packages software?
5. The design who designers do the present completed?
6. Sketches do how graphic or prepare designers layouts?

4. Give the forms of irregular verbs:

find, meet, become, run, choose, get.

5. Do a grammar test.

1. A graphic designer (create) visual solutions to communications problems.

2. Sorry, but a designer (review) catalogues and (order) samples now.

3. An increasing number of graphic designers also (to be) involved in developing material for Internet Web pages, interactive media, and multimedia projects.

4. Graphic designers (take) into consideration *cognitive, cultural, physical, and social factors* in planning and executing designs for the target audience.

5. Identifying the needs of clients (become) increasingly important for graphic designers at present.

6. Graphic designers (use) a computer to illustrate their vision for the design.

7. Designers also may (devote) a considerable time to developing new business contacts, choosing equipment, and performing administrative tasks.

8. The need for up-to-date computer and communications equipment (to be) necessary for graphic designers.

9. They may (create) graphs and charts from data for use in publications.

10. Designers also (select) the size and arrangement of the different elements on the page or screen.

Reading comprehension

1. Read the text once again and give the main idea.
The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:
1. What is the first step in developing a new design?
2. What do graphic designers produce?
3. What factors do graphic designers consider?
4. How do designers gather relevant information?
5. How do graphic designers prepare sketches or layouts?

6. Who do they present the completed design to?
7. Why do graphic designers use specialized computer software packages?

3. True or false:
1. Graphic designers sometimes supervise 1st year students who follow instructions to complete parts of the design process.
2. Graphic designers prepare sketches by hand only to illustrate their vision for the design.
3. Graphic designers use specialized computer software packages to help them create layouts and design elements and to program animated graphics.
4. Designers then present the completed design to the constructor for approval.
5. They select colours, sound, artwork, photography, animation, style of type, and other visual elements for the design.

4. Fill in the gaps:
1. They find the most effective … to get messages across in print and electronic media.
2. They also produce promotional …, packaging, and marketing brochures for products and services.
3. The need for … computer and communications … is an ongoing consideration for graphic designers.
4. Graphic designers also may assist the printers by selecting the type of paper and … for the publication.
5. Designers gather relevant information by performing their own … .
6. An increasing number of graphic designers develop material for Internet … .

5. Work in pairs and discuss the following topics:
1. Various techniques used by graphic designers.