МИНИСТЕРСТВО ОБРАЗОВАНИЯ РЕСПУБЛИКИ БЕЛАРУСЬ

Белорусский государственный университет

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АНГЛИЙСКИЙ ЯЗЫК

ДЛЯ ПРОФЕССИОНАЛЬНЫХ ДИЗАЙНЕРОВ

ENGLISH FOR PROFESSIONAL DESIGNERS

Учебное пособие

Минск
БГУ
2021

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Английский язык для профессиональных дизайнеров = English for Professional Designers : учебное пособие / Е.В. Левшикова, Л.М. Блинкова, Н.В. Ушакова, О.С. Гончаренко, Ю.Н. Цыганкова, Е.П. Курчева, О.Г. Прохоренко. – Минск, БГУ, 2021. – 103 с.

Описание

Настоящее учебное пособие предназначено для студентов IV-V курсов специальности «Дизайн (коммуникативный)» по дисциплине «Иностранный язык (профессиональная терминология)».

Пособие состоит из тематических текстов аутентичного характера, раскрывающих общие сведения по дизайну и его развитию в целом, тексты по искусству, теории дизайна, эстетике, элементам дизайна, а также тексты о профессии дизайнера, что без сомнения может способствовать повышению мотивации к изучению профессионального английского.

Наполнение учебных материалов соответствует контексту специальности, уровню профессиональной подготовки дизайнеров, воспитанию нового поколения специалистов, востребованных современным обществом.

Все тексты сопровождаются единообразно оформленным комплексом упражнений, которые включают предтекстовые задания, облегчающие понимание текста; задания на проверку понимания содержания; задания, стимулирующие развитие языковых и речевых навыков на базе проблематики и словаря прочитанных текстов.

Пособие может быть использовано как для работы под руководством преподавателя, так и для самостоятельной работы студентов, и предполагает достаточно широкую аудиторию.

CONTENT

UNIT 1. ART AND ITS FORMS

Vocabulary

applied arts – прикладное искусство

artwork – произведение искусства

canvas – холст

crafts – ремёсла

craftsmanship – мастерство, искусная работа

creative impulse – творческий порыв

drawings – чертежи

fiction – художественная литература

imagination – воображение

liberal arts – гуманитарные науки

manufacture – производство

mechanical drawing – технический чертёж

performing arts – зрелищные виды искусства

pottery – гончарные изделия

visual arts – изобразительное искусство

vocation – призвание

well-rounded human – разносторонний человек

TEXT

1. What is art?

Art, in its broadest meaning, is the physical expression of creativity or imagination. Art is commonly understood as the act of making works (or artworks) which, from concept to creation, hold a fidelity to the creative impulse – that is, 'art' is distinct from creative work that is driven by necessity (i.e. vocation), by biological drive, or by any undisciplined pursuit of recreation. The word art is used in many other ways. Some people speak of the useful arts as the ones that produce beautiful objects for everyday use, and the decorative arts as those that produce beautiful objects for their own sakes. Schools offer liberal arts courses in such topics as history and philosophy, and applied arts courses in such subjects as architecture and mechanical drawing. Teachers use the term "language arts" to mean the related skills of reading, writing, speaking, and spelling. Many people speak of the graphic arts as those involved in printing and bookmaking.

2. Forms of art

The arts is a broad subdivision of culture, composed of many expressive disciplines. The arts encompass *visual arts, performing arts, arts of language,* and *culinary arts*. In modern usage, it is a term broader than "art", which usually means the visual arts.

The visual arts are a class of art forms, including painting, sculpture, photography, printmaking and others, that focus on the creation of works

which are primarily *visual* in nature. The current usage of visual arts includes *fine arts, applied arts* (or *decorative arts*) and *crafts.*

Fine art means that a skill is being used to express the artist's creativity, or to engage the audience's aesthetic sensibilities, or to draw the audience towards consideration of the finer things. Fine arts include drawings, paintings, and sculptures that are admired for their beauty and have no practical use. Fine art is concerned primarily with the creation of beautiful objects. *The decorative arts* and *crafts* are arts whose object is the design and manufacture of objects that are both beautiful and functional. It includes most of the arts making objects for the interiors of buildings, and interior design, but not usually architecture. Ceramic art, metalwork, furniture, jewellery, fashion, various forms of the textile arts and glassware are major groupings.

The performing arts are arts such as music, dance, and drama which are performed for an audience. It is different from visual arts, which is when artists use paint, canvas or various materials to create physical or static art objects. Theatre, music, dance and object manipulation, and other kinds of performances are present in all human cultures. *Arts of language* is considered to be an art form, especially prose fiction, drama, and poetry. In recent centuries, the definition has expanded to include oral literature. Literature, as an art form, can also include works in various non-fiction genres, such as biography, diaries, memoir, letters, and the essay. *Culinary arts* are the cuisine arts of food preparation, cooking, and presentation of food, usually in the form of meals. Expert chefs are required to have knowledge of food science, nutrition and diet and are responsible for preparing meals that are as pleasing to the eye as they are to the taste.

3. Purpose of art

Art is something that stimulates an individual's thoughts, emotions, beliefs, or ideas through the senses. It is also an expression of an idea and it can take many different forms and serve many different purposes.

Art is such a large part of our everyday lives, we hardly even stop to think about it. Look at the desk or table where you are, right this minute. Someone designed that. It is art. Your shoes are art. Your coffee cup is art. All functional design, well done, is art. So, you could say "Art is something that is both functional and (hopefully) aesthetically pleasing to our eye".

Vocabulary exercises

1. Match the words from the text with their a) synonyms b) antonyms.

a) *words from the text:* encompass, incite, novel, drawings, useful, issues.
<u>Synonyms:</u> effective, fiction, include, matters, pictures, encourage.

b) words from the text: specialized, valuable, various, functional, admire, well-rounded.

Antonyms: look down on, narrow-minded, same, useless, worthless, general.

2. Match the words with their definitions.

Crafts, performing arts, visual arts, vocation, canvas, fiction.

a) a strong heavy rough material used for making tents, sails, etc. and by artists for painting on;

b) an activity involving skill in making things by hand; work or objects made by hand;

c) literature in the form of prose that describes imaginary events and people;

d) forms of creative activity that are presented in front of an audience, such as drama, music, and dance;

e) a strong feeling of suitability for a particular career or occupation;

f) creative art whose products are to be appreciated by sight, such as painting, sculpture, and film-making (as contrasted with literature and music).

3. Use a dictionary to complete the chart.

verb	noun	adjective	adverb
act			
create			
express			
sense			
think			

4. Look through the text and give the English equivalents of the following.

В широком смысле; от идеи до создания; не имеют практического применения; ради собственного блага; в различных научно-популярных жанрах; широкое подразделение культуры; служить разным целям; то, что нельзя увидеть или легко почувствовать.

5. Look through the text, give the Russian equivalents of the following words and use them in sentences of your own.

For our own sake; used in many other ways; in modern usage; aesthetically pleasing to our eye; to aim to express one's emotions; to hold a fidelity to the creative impulse; to make us laugh or incite us to riot; to focus on the creation of works; reason to get out of bed.

Grammar exercises

1. Choose the correct form of the word.

1. Artworks (are made, is made, make, makes) people look closer at other people, their emotions and the social issues.

2. Modern schools usually (offers, offer, are offering, are offered) liberal arts courses in such topics as history and philosophy.

3. Literature is something that (make, makes, made, has made) us more thoughtful and well-rounded humans.

4. Nowadays motion pictures, architecture, photographs, weaving, pottery and dancing … also … (have considered, will be considered, are considered, were considered) art in this special sense.

5. Since that period scholars (has used, have used, use, used) the term "language arts" to mean the related skills of reading, writing, speaking, and spelling.

6. The fine art often (aims, aimed, will aim, have aimed) to express one's emotions and feelings.

2. Put questions to the following sentences / to the words in bold.

1. **Art**, in its broadest meaning, is the physical expression of creativity or imagination.

2. Teachers use the "**term language arts**" to mean the related skills of reading, writing, speaking, and spelling.

3. The performing arts are arts such as music, dance, and drama which are performed **for an audience**.

4. The performing arts often aims **to express one's emotions and feelings**.

5. The word art is often used in a more specialized way **to mean fine arts**.

6. Expert chefs are required to have **knowledge of food science, nutrition and diet**.

3. Make the following sentences negative:

1. Today architecture, motion pictures, photographs, pottery, weaving and some forms of modern dancing are also considered art in this special sense.

2. Art makes people look a little closer.

3. Literature can also include works in various non-fiction genres, such as biography, diaries, memoir, letters, and the essay.

4. In recent centuries, the definition has expanded to include oral literature.

5. Things created as the result of such activity are supposed to be different, and more valuable, than things that require mere craftsmanship or technical skill.

6. Imagine, just for a minute, a world without art!

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 following questions:

1. What is art? Why is it difficult to define art?
2. What are the main reasons of art?
3. Which forms of art do you know?
4. What types of art does visual art include?
5. How could you describe the decorative arts?
6. Could the culinary art be considered an art form? Why?

3. Say whether the following sentences are true or false. If the statement is false, change it to make it true.

1. The arts include visual arts, arts of language, and culinary arts.
2. Objects of the decorative arts and crafts could be described as both beautiful and functional.
3. The arts is a small subdivision of culture, composed of several expressive disciplines.
4. The visual arts consist of applied arts, decorative arts and crafts.
5. Ceramic art, metalwork, furniture, jewellery, fashion are various forms of the decorative arts.
6. The visual arts are a class of art forms, including painting, sculpture, photography, printmaking and others.

4. Work in pairs and discuss the following issues focusing on the art and its forms:

1. Definition of art.
2. Kinds of art.
3. What is visual art?
4. Purposes of art.
5. Modern forms of art.
6. Art and modern design.

UNIT 2. REASONS FOR ART

Vocabulary

ancient – древний
carve – вырезать

compose music – сочинять музыку

convey an idea – выражать идею
depict – изображать
enliven – воодушевить
generation – поколение
look inward – посмотреть внутрь себя
pattern – узор, образец
prehistoric people – доисторические люди
preservation of culture – сохранение культуры

primal – первобытный, примитивный
reflect – отражать
signify – обозначать
soothe – успокаивать
tools – инструменты
transmitted – передаваемый, транслируемый
values – ценности

TEXT

> "The purpose of art is washing the dust of daily life off our souls". – Pablo Picasso

Human beings are makers of many things, and they make them for many purposes. Some creations serve obvious practical needs. For example, people have always made tools for cutting, digging, killing and eating. But in all cultures, people also seem to have two less obvious purposes for some of the objects they make. First, they want to make things in forms that give pleasure when they are seen or heard. Second, people want to make things that will remind them, and also teach people about their most important discoveries regarding fundamental realities. We call these two reasons for making and valuing art formal interest and cognitive interest. But there are some other reasons for art.

Art is a natural human behavior: creating art is a primal behavior. Every culture has art. Like language and laughter, art is a fundamental human behavior. Put very simply, art is a part of who we are. We need art because it makes us complete human beings. Prehistoric people carved the handles of their hunting knives in regular, pleasing patterns. In the 1800s, American cowboys liked to have guns and saddles decorated with patterns. People have always used formal symbols or performances to make some events meaningful or to signify the ideas so that they can be transmitted from person to person and from generation to generation.

One of the most adopted reasons for people making art is to allow themselves to represent their thoughts and life. Many people create art as a form of personal expression: they have something inside them, and the only way they know to get it out or give it voice is by making art. When Edward Munch painted "The Scream", he was thinking about the orange sky he just

recently saw which, to him, it looked like nature was screaming. This is how he used art to effectively convey his idea or opinion about something. Another reason people make art to record a moment of the past. Art tells our story: art is a history lesson, an historical record, a preservation of culture, and an autobiography all in one. More specifically called history painting, we use art to capture the most significant scenes in history. Art documents events and experiences and allows us a richer understanding of history. Art reflects cultural values, beliefs and identity and helps to preserve the many different communities that make up our world.

Leonardo Da Vinci's "Last Supper" is one of the most famous paintings inspired by Christian history. There are also a lot of famous paintings that depict significant parts of a famous literature. Sometimes visualizing a story is the best way to appreciate it. Prehistoric people used dances and paintings to communicate the idea of success in planting, harvesting and hunting. The ancient Greeks gave their ideas about such ideal human qualities as wisdom and courage by visual form in their beautiful statues of gods and goddesses. Today, we still give occasions like graduations or weddings importance through music and songs. We also try to understand the meaning of important personal events, such as falling in love, and important public events, such as wars, by composing music, writing novels and poetry, painting pictures or making films about them.

One more reason for art is to reflect the beauty of nature, a landscape, or a city. When Vincent Van Gogh was spending time in the sanatorium, he created the view outside his window, which is now the famous "Starry Night".

Creating or experiencing art can relax and soothe us or it may enliven and stimulate us. The process of creating art engages both the body and the mind and provides us with time to look inward and reflect. With the help of art, people who would otherwise ignore books can be taught concepts more effectively using visual arts.

Vocabulary exercises

1. Match the words from the text with their a) synonyms b) antonyms.

a) *words from the text:* allow, purposes, obvious, primal, pattern, signify.
Synonyms: aims, clear, denote, permit, prehistoric, sample.

b) *words from the text:* remind, significant, courage, meaningful, soothe, ancient.
Antonyms: cowardice, forget, insignificant, modern, worry, worthless.

2. Match the words with their definitions.

Autobiography, concept, enliven, fundamental, graduation, landscape.

a. an expanse of scenery that can be seen in a single view;

b. forming a necessary base or core; of central importance;

c. the time when you complete a university degree course or your education at a high school;

d. an idea or a principle that is connected with something abstract;

e. a book in which someone writes about their own life, or books of this type;

f. make (something) more entertaining, interesting or appealing.

3. Use a dictionary to complete the chart.

verb	noun	adjective	adverb
complete			
reflect			
express			
succeed			
understand			

4. Look through the text and give the English equivalents of the following.

Искусство – это средство выражения идей; искусство как форма самовыражения; запечатлеть события из прошлого; искусство отражает культурные ценности; лучший способ оценить; придавать важность событиям через музыку и песни.

5. Look through the text, give the Russian equivalents of the following words and use them in sentences of your own.

Tools for cutting and digging; less obvious purposes; things that give pleasure; reasons for making and valuing art; primal behavior; put very simply; art makes us complete human beings; carve the handles of the hunting knives; ideas can be transmitted from generation to generation.

Grammar exercises

1. Choose the correct form of the word.

1. Some artworks (are served, serve, serves, served) obvious practical needs.

2. In the 19th century American cowboys (decorate, decorated, have decorated, were decorating) their guns and saddles with patterns.

3. People … always … (were using, had used, have used, has used) formal symbols or performances to make some events meaningful.

4. When Edward Munch (created, was creating, had created, has created) "The Scream", he (dreamed, had dreamed, dreams, was dreaming) about the orange sky.

5. The ancient Greeks (has expressed, were expressing, expressed, express) their ideas about such ideal human qualities as wisdom and courage by visual form in their beautiful statues of gods and goddesses.

6. When Vincent Van Gogh (was lying, lied, lies, had lied) in the sanatorium, he (painted, was painting, had painted, paints) the view outside his window, which is now the famous "Starry Night".

2. Put questions to the following sentences / to the words in bold.

1. We call these two reasons for making and valuing art **formal interest** and **cognitive interest**.

2. We need art **because it makes us complete human beings**.

3. **In the 1800s**, American cowboys liked to have guns and saddles decorated with patterns.

4. Leonardo Da Vinci's "Last Supper" is one of the most famous paintings **inspired by Christian history**.

5. **When Vincent Van Gogh was spending time in the sanatorium**, he created the view outside his window, which is now the famous "Starry Night".

6. When Edward Munch painted "The Scream", he was thinking about **the orange sky** he just recently saw.

3. Make the following sentences negative:

1. For example, people have always made tools for cutting, digging, killing and eating.

2. We need art because it makes us complete human beings.

3. Prehistoric people carved the handles of their hunting knives in regular, pleasing patterns.

4. Today, we still give occasions like graduations or weddings importance through music and songs.

5. Art tells our story: art is a history lesson, an historical record, a preservation of culture, and an autobiography all in one.

6. Creating or experiencing art can relax and soothe us or it may enliven and stimulate us.

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 following questions:

1. What are the main reasons of art?
2. How do you understand the idea that of Formal Interest in art?

3. What is your understanding of the term Cognitive Interest?

4. What did the ancient people use dancing and painting for?

5. Do you agree that art is a fundamental human behavior? Why?

6. How do you understand the idea that "art is communication"?

3. Say whether the following sentences are true or false. If the statement is false, change it to make it true.

1. Prehistoric people didn't have any forms of art.

2. Many people create art as a form of personal expression.

3. When Edward Munch painted "The Starry Night", he was thinking about the orange flowers he just recently saw.

4. Leonardo Da Vinci's "Last Supper" is one of the most famous paintings inspired by the old German fairytales.

5. Art documents events and experiences and allows us a richer understanding of history.

6. The ancient Greeks gave their ideas about ideal human qualities by visual form in their beautiful paintings of gods and goddesses.

4. Work in pairs and discuss the following issues focusing on the reasons for art:

1. Art is communication.

2. Art is a natural human behavior.

3. Describe the origin of Munch's "The Scream".

4. Art as a form of personal expression.

5. People make art to record a moment of the past.

UNIT 3. HISTORY OF ART

Vocabulary

advent – создание, открытие

artisans – ремесленники

awareness – сознание, восприятие

corporeality – материальное воплощение, телесность

diversity – разнообразие

illuminated – украшенный цветными миниатюрами

Iron Age – железный век

landscape – пейзаж

legacy – наследие

low-relief – барельеф

medieval – средневековый

paradigm shift – смена парадигмы, изменение системы взглядов

pottery – гончарное ремесло

precious metals – драгоценные металлы

revival – возрождение

rock art – наскальная живопись

stained glass – витражное стекло
tapestry – гобелен
Upper Paleolithic era – поздний палеолит

workmanship – мастерство, ремесло

TEXT

1. Prehistoric art

In the history of art, prehistoric art is all art produced in preliterate, prehistorical cultures beginning somewhere in very late geological history, and generally continuing until that culture either develops writing or it makes significant contact with another culture.

The very earliest human artifacts showing evidence of workmanship with an artistic purpose are a subject of some debate; it is clear that such workmanship existed by 40,000 years ago in the Upper Paleolithic era. One of the most famous examples, the so-called Venus of Willendorf (which is now being called "Woman from Willendorf" in contemporary art history texts) is a sculpture from the Paleolithic era, which depicts a woman with exaggerated female attributes. This sculpture, carved from stone, is remarkable in its roundness instead of a flat or low-relief depiction. In the Neolithic evidence of early pottery appeared, as did sculpture and the construction of megaliths. Early rock art also first appeared in the Neolithic. The advent of metalworking in the Bronze Age brought another increase in media used for art, an increase in stylistic diversity, and the creation of objects that did not have any obvious function other than art. It also saw the development in some areas of artisans, a class of people specializing in the production of art, as well as early writing systems. By the Iron Age, civilizations with writing had arisen from Ancient Egypt to Ancient China.

2. Ancient art

Ancient art began when ancient civilizations developed a form of written language. The great traditions in art have a foundation in the art of one of the six great ancient civilizations: Ancient Egypt, Mesopotamia, Greece, Rome, India, or China. Each of these centers of early civilization developed a unique and characteristic style in their art. Because of their size and duration these civilizations and their art works have survived and transmitted to other cultures and later times. They have also provided us with the first records of how artists worked. Ancient Roman art depicted gods as idealized humans, shown with characteristic distinguishing features.

3. Art of the Middle Ages (the Medieval Art)

The medieval art of the Western world covers a vast scope of time and place, over 1000 years of art in Europe. Art historians attempt to classify

medieval art into major periods and styles, often with some difficulty. A generally accepted scheme includes the later phases of Early Christian art, Migration Period art, Byzantine art, Insular art, Pre-Romanesque, Romanesque art, and Gothic art, as well as many other periods within these central styles.

In Byzantine and Gothic art of the Middle Ages, the dominance of the church insisted on the expression of biblical truths. There was no need to depict the reality of the material world, in which man was born in a "state of sin", especially through the extensive use of gold in paintings, which also presented figures in idealized, patterned forms. Medieval art was produced in many media, and works survived in large numbers in sculpture, illuminated manuscripts, stained glass, metalwork and mosaics, fresco wall-paintings, work in precious metals or textiles, including tapestry.

4. The Renaissance

Renaissance art took as its foundation the art of Classical antiquity, perceived as the noblest of ancient traditions, but transformed that tradition by absorbing recent developments in the art of Northern Europe and by applying contemporary scientific knowledge.

The body of art, painting, sculpture, architecture, music, and literature identified as "Renaissance art" was primarily produced during the 14th, 15th, and 16th centuries in Europe under the combined influences of an increased awareness of nature, a revival of classical learning, and a more individualistic view of man. The Renaissance is the return to valuation of the material world, and this paradigm shift is reflected in art forms, which show the corporeality of the human body, and the three-dimensional reality of landscape.

5. Modern art

Modern art is a term that refers to artistic works produced during the period extending roughly from the 1860s to the 1970s, and denotes the style and philosophy of the art produced during that era. The term is usually associated with art in which the traditions of the past have been thrown aside in a spirit of experimentation. Modern artists experimented with new ways of seeing, and with fresh ideas about the nature of materials and functions of art. A tendency toward abstraction is characteristic of much modern art. More recent artistic production is often called Contemporary art or Postmodern art.

6. Contemporary art

Contemporary art is the art of today, produced in the second half of the 20th century or in the 21st century. Contemporary artists work in a globally influenced, culturally diverse, and technologically advancing world. Their art is a dynamic combination of materials, methods, concepts, and subjects that continue the challenging of boundaries. Diverse and, contemporary art as a

whole is distinguished by the very lack of a uniform, organizing principle, ideology. Contemporary art can be defined variously as art produced at this present point in time or art produced since World War II. The definition of the word contemporary would support the first view, but museums of contemporary art commonly define their collections as consisting of art produced since World War II.

Vocabulary exercises

1. Match the words from the text with their a) synonyms b) antonyms.

a) *words from the text:* workmanship, cave painting, legacy, precious, distinct, vigorous.

Synonyms: rock art, valuable, inheritance, definite, active, craft.

b) *words from the text:* contemporary, unique, remarkable, revival, lack, diverse.

Antonyms: destruction, abundance, ordinary, similar, old-fashioned, average.

2. Match the words with their definitions.

Rock art, record-keeping, the iron age, era, antiquity, paradigm shift.

a) a long and distinct period of history;

b) ancient times; a building or object made in ancient times;

c) prehistoric human-made markings placed on natural surfaces, typically vertical stone surfaces;

d) a time when the usual and accepted way of doing or thinking about something changes completely;

e) the period in early history starting about 1100 B.C. when iron was used for tools;

f) the activity of organizing and storing all the documents, files, etc.

3. Use a dictionary to complete the chart.

verb	noun	adjective	adverb
value			
		applicable	
	definition		
produce			
		associative	

4. Look through the text and give the English equivalents of the following.

Геологическая история; наскальное искусство; высеченный из камня; господство церкви; доисторические культуры; технологически

прогрессивный мир; фигуры в идеализированных, узорчатых формах; с характерными отличительными чертами.

5. Look through the text, give the Russian equivalents of the following words and use them in sentences of your own.

Art produced in preliterate cultures; three-dimensional reality of landscape; to depict gods as idealized humans; perceived as the noblest of ancient traditions; the expression of biblical truths; the extensive use of gold in paintings; a spirit of experimentation; tendency toward abstraction.

Grammar exercises

1. Choose the correct form of the word.

1. Early rock art also first (was appeared, had appeared, appears, appeared) in the Neolithic.

2. Ancient Egypt, Mesopotamia, Greece, Rome, India, or China (have provided, had provided, provide, provided) us with the first records of how artists worked.

3. The advent of metalworking in the Bronze Age (was bringing, had brought, brought, brings) another increase in media used for art.

4. Contemporary art can (characterize, have characterized, has characterized, be characterized) as art produced at this present point in time or art produced since World War II.

5. He … especially … (is attracting, was attracting, was attracted, has attracted) by the medieval art of illuminating manuscripts, which greatly influenced his later works.

6. The Mona Lisa (painted, is painted, was painted, has painted) by Leonardo da Vinci.

2. Put questions to the following sentences / to the words in bold.

1. **The advent of metalworking** in the Bronze Age brought another increase in media used for art.

2. Modern artists experimented **with new ways of seeing**, and **with fresh ideas** about the nature of materials and functions of art.

3. Renaissance art emerged as a distinct style in Italy **in about AD 1400**.

4. Modern art is usually **associated with** art in which the traditions of the past have been thrown aside in a spirit of experimentation.

5. The medieval art of the Western world covers a vast scope of time and place, **over 1000 years of art in Europe**.

6. Contemporary art **can be defined** variously as art produced at this present point in time or art produced since World War II.

3. Make the following sentences negative:

1. Ancient art began when ancient civilizations developed a form of written language.

2. Because of their size and duration these civilizations and their art works have survived and transmitted to other cultures and later times.

3. Contemporary artists work in a globally influenced, culturally diverse, and technologically advancing world.

4. More recent artistic production is often called Contemporary art or Postmodern art.

5. These sources were mixed with the vigorous "barbarian" artistic culture of Northern Europe to produce a remarkable artistic legacy.

6. Indeed, the history of medieval art can be seen as the history of the interplay between the elements of classical, early Christian and "barbarian" art.

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 following questions:

1. What are the main features of Prehistoric art?
2. What is the most famous example of Prehistoric art?
3. Which six great ancient civilizations influenced on the development of Ancient art?
4. What are the major periods of Medieval Art?
5. What was the main idea of Renaissance art?
6. Could you name the most famous Renaissance painters and architects? Name their artworks.

3. Say whether the following sentences are true or false. If the statement is false, change it to make it true.

1. Early rock art first appeared in the Iron Age.

2. Ancient art began when ancient civilizations developed different forms of metalworking and pottery.

3. Ancient Roman art depicted gods as idealized people, shown with characteristic distinguishing features.

4. The medieval art of the Western world covers over two hundred years of art in Europe.

5. Medieval artists experimented with new ways of seeing, and with fresh ideas about the nature of materials and functions of art.

6. The Renaissance appeared as a distinct style in Western Europe in the 15th century.

4. Work in pairs and discuss the following issues focusing on the history of art:

1. Art of prehistoric people.
2. Art of the great ancient civilizations.
3. Art movements of the Middle Ages.
4. Revival of classical art.
5. Difference between Modern art and Contemporary art.

UNIT 4. GROUPING THE ARTS

Vocabulary

sense-perception – чувственное восприятие
imaginative contemplation – творческое созерцание
pedestal – пьедестал
unified – единый, унифицированный
chamber music – камерная музыка
fundamental – основополагающий, базовый

fiction – художественная литература
verbal art – словесное искусство
distinguish – различать, выделять
pitch – высота, уклон
etching – гравировка
lithographs – литография
three-dimensional objects – трехмерные объекты

TEXT

Generally speaking, works of art have the certain things in common. Each presents something to our sense-perception, such as the music we hear, or to our imaginative contemplation, like the story we read. Each one is set off from other things in some way. For example, a statue stands on a pedestal, and a play takes place on a stage. This way of setting the work off helps us grasp it as a whole. The work is always more or less complicated. For instance, the play has several characters, the painting consists of several shapes or colors, and the music contains a variety of sounds. The work is always organized to some degree into a unified whole.

At the same time, works of art differ in important ways. Some, such as operas and novels, can tell a story. Others, like chamber music, do not. Some,

like music and poetry, take time to unfold. Still others, like painting, are presented all in once. But this difference should not be stressed too much, because it takes time to see a painting fully, just as it does to listen to a symphony. Some kinds of art, such as sculpture come to us just as they left the hands of their creator. Other kinds are performed or interpreted. The orchestra plays music or the actors perform the play.

But perhaps the most fundamental way of classifying works of art is in terms of the kinds of elements that make them up. Arts that use words differ from those that do not, because words introduce a special sort of reference into the arts.

Verbal art is literature which can be divided into poetry, fiction and the essay. Literary critics have suggested a number of ways by which to distinguish the literary works from other kinds of writing such as science or history.

Nonverbal Arts include two main types: musical composition and visual design. Works that consist of patterns of sounds, pitch, or rhythm are musical compositions. Even a simple melody, or a drum solo with no melody, can be considered music. Works that consist of patterns of line, shape, and color are visual designs.

The arts can be divided even further. For example, we can divide visual designs according to the kinds of materials that are used and the way the designs are produced. In this way, we can distinguish photographs and prints from paintings. In a group of prints, we can separate etching from lithographs. Pictures can be painted with oils and water colors.

A third group of nonverbal arts, which same experts consider part of the second group, produces three-dimensional objects which we can see from several points of view, and also can touch. There is no general name for them, but they include sculpture, architecture, ceramics, weaving, fine glassware, jewelry and furniture.

Scholars often wonder whether the senses besides sight and hearing might be used for works of art. Should a dinner that is made of gourmet dishes be considered a work of art?

Vocabulary exercises

1. Match the words from the text with their a) synonyms b) antonyms.

a) ***words from the text:*** common, combine, gourmet, scholars, work of art, jewelry, literature.

Synonyms: mix, artwork, scientists, gastronome, ornament, written work, typical.

b) ***words from the text:*** nonverbal, fundamental, action, separate, creator, important.

<u>Antonyms</u>: unimportant, nonessential, combine, inactivity, verbal, destructor.

2. Match the words with their definitions.

Jewelry, sculpture, orchestra, painting, contemplation, symphony, architecture, fundamental.

a) create by shaping stone or wood or any other hard material;

b) the profession of designing buildings and environments with consideration for their aesthetic effect;

c) an adornment (as a bracelet or ring or necklace) made of precious metals and set with gems (or imitation gems);

d) a musical organization consisting of a group of instrumentalists including string players;

e) a long and complex sonata for symphony orchestra;

f) graphic art consisting of an artistic composition made by applying paints to a surface;

g) the act of the mind in considering with attention; continued attention of the mind to a particular subject; meditation; musing; study;

h) any factor that could be considered important to the understanding of a particular business.

4. Supply the missing prepositions.

1. A statue stands (in, on, to, at) a pedestal, and a play takes place (in, on, to, at) a stage.

2. (In, on, to, at) a group of prints, we can separate etching from lithographs.

3. Mixed Arts are combinations (by, of, about, with) the basic arts.

4. Pictures can be painted (by, of, about, with) oils and water colors.

5. But perhaps the most fundamental way (for, of, about, with) classifying works (for, of, about, with) art is in terms (for, of, about, with) the kinds of elements that make them up.

6. We can divide visual designs according (by, to, in) the kinds (for, of, about, with) materials.

6. Look through the text and give the English equivalents of the following.

Чувственное восприятие, творческое созерцание, камерная музыка, словесное искусство, трехмерные объекты, сочетание основных видов искусств, изысканное блюдо, масляные краски, литературные критики.

7. Look through the text, give the Russian equivalents of the following words and use them in sentences of your own.

Painting consists of shapes or colors, the hands of their creator, visual design, to distinguish photographs and prints from paintings, nonverbal arts, fine glassware, stage scenery, storytelling.

Grammar exercises

1. Put questions to the following sentences / to the words in bold.

1. **The way of setting the work off** helps us grasp it as a whole.
2. **The work** is always organized to some degree into a unified whole.
3. **The painting** consists of several shapes or colors.
4. The orchestra **plays** music or the actors **perform** the play.
5. Verbal art is literature which can be divided into **poetry, fiction and the essay**.
6. Mixed Arts are **combinations of the basic arts**.
7. **Films** combine visual design with storytelling.
8. Dance is a combination **of music and action**.

2. Make the following sentences negative:

1. The work is always more or less complicated.
2. The work is always organized to some degree into a unified whole.
3. Some, like music and poetry, take time to unfold.
4. Verbal art is literature which can be divided into poetry, fiction and the essay.

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 following questions:

1. What elements do works of art have in common?
2. How do creators set off their works from other things?
3. What is the fundamental way of grouping the arts? Explain.
4. What is the difference between verbal and nonverbal art?
5. What senses are involved in musical composition?
6. What are the main elements of visual design?
7. How many groups are there in nonverbal art?

3. Say whether the following sentences are true or false. If the statement is false, change it to make it true.

1. A statue stands on a stage, and a play takes place on a pedestal stage.

2. The play has several characters, the painting consists of several shapes or colors, and the music contains a variety of sounds.

3. The most fundamental way of classifying works of art is in terms of the kinds of elements that make them up.

4. Work in pairs and discuss the following issues focusing on the grouping the arts:

1. Verbal art and its aspects.
2. Types of nonverbal arts.
3. Mixed Arts are combinations of the basic arts.

UNIT 5. STUDYING THE ARTS

Vocabulary

adapt – адаптироваться
appreciation – признательность, высокая оценка
audience – аудитория
awareness – осведомленность
bequeath – завещать
carve – вырезать
clay – глина
concrete – цемент
contemporary – современный

contribute – вносить вклад
current – текущий
duplicate – дублировать
eternal – вечный
evoke – вызывать
foreground – передний план
insight – понимание
intrigue – интрига
marble – мрамор
merely – в основном

TEXT

We can take great pleasure in merely looking at art, just as we take pleasure in the view of a distant mountain range or watching the sunset over the ocean. But art, unlike nature, is a human creation. It is one of the many ways we express ourselves and attempt to communicate. A work of art is the product of human intelligence, and we can meet it with our own intelligence on equal footing.

The understanding of process – *the how* – often contributes quite a lot to our appreciation of art. If you understand why painting in watercolor may be different from painting in oil, why clay responds differently to the artist's hands than does wood or glass, why a stone building has different structural needs than one made of poured concrete – you will have a richer appreciation of the artist's expression.

Knowing the place of a work of art in history – what went before and came after – can also deepen your understanding. Artists learn to make art by studying the achievements of the past and observing the efforts of their contemporaries. They adapt ideas to serve their own needs and then bequeath those ideas to future generations of artists. The more you know about this living current of artistic energy, the more interesting each work of art will become. For example, Matisse assumed that his audience would know that Venus was the ancient Roman goddess of love.

An artist may create a specific work for any of a thousand reasons. An awareness of the *why* may give some insight as well. Looking at "Van Gogh's The Starry Night", it might help you to know that Van Gogh was intrigued by the belief that people journeyed to a star after their death, and that there they continued their lives. The tree that rises so dramatically in the foreground of the painting is a cypress, which has often served as a symbol of both death and eternal life. This knowledge might help you to understand why Van Gogh felt so strongly about the night sky, and what his painting might have meant to him.

But no matter how much you study, Van Gogh's painting will never mean for you exactly what it meant for him, nor should it. An artist's work grows from a lifetime of experiences, thoughts, and emotions; no one else can duplicate them exactly. Great works of art hold many meanings. The greatest of them seem to speak anew to each generation and to each attentive observer. The most important thing is that some works of art come to mean something for *you,* that your own experiences, thoughts, and emotions find a place in them, for then you will have made them live.

Vocabulary exercises

1. Match the words from the text with their a) synonyms b) antonyms.

a) ***words from the text***: painting, experience, specific, symbol, emotions.
Synonyms: picture, emblem, sentiments, knowledge, particular.
b) ***words from the text***: pleasure, familiar, important, achievements, death, eternal.
Antonyms: insignificant, failures, temporary, life, discontent, unknown.

2. Match the words with their definitions.

Communicate, intelligence, contemporaries, audience, insight, dramatically, cypress, experience.
a) wood of any of various cypress trees especially of the genus Cupressus;
b) the ability to comprehend; to understand and profit from experience;

c) a group of people within hearing; specifically, a group of people listening to a performance, speech, etc.; the crowd seeing a stage performance;

d) a feeling of understanding;

e) be in verbal contact; interchange information or ideas;

f) in a very impressive manner;

g) all the people living at the same time or of approximately the same age;

h) the accumulation of knowledge or skill that results from direct participation in events or activities.

3. Fill in the gaps with the right preposition, if necessary.

1. We can take great pleasure … merely looking … art, just as we take pleasure … the view … a distant mountain or watching the sunset over the ocean.

2. A work … art is the product … human intelligence, and we can meet it …our own intelligence … equal footing.

3. If you understand why painting … watercolor may be different … painting… oil, why clay responds differently … the artist's hands than does wood or glass, why a stone building has different structural needs than one made … poured concrete – you will have a richer appreciation … the artist's expression.

4. An artist's work grows … a lifetime of experiences, thoughts, and emotions; no one else can duplicate … them exactly.

5. The most important thing is that some works … art come to mean something… you, that your own experiences, thoughts, and emotions find a place …them, for then you will have made them live.

4. Practise the pronunciation of the words from the text. When in doubt use a dictionary.

Appreciation, achievement, contemporary, equal, awareness, foreground, concrete, cypress, version, to bequeath, to intrigue, to duplicate.

5. Look through the text and give the English equivalents of the following.

Творение человека, понимание искусства, живопись масляными красками, живопись акварелью, равное основание, углубить понимание, уложенный бетон, белый мрамор, передний план картины, завещать идеи будущим поколениям.

6. Use one of the nouns in the appropriate form to fill in each gap.

Contemporary, current, intelligence, creation, understanding, appreciation, emotion, insight.

1. Art, unlike nature, is a human ... .

2. A work of art is the product of human … .

3. The understanding of the process – *the how* – often contributes quite a lot to our … of art.

4. Knowing the place of a work of art in history can also deepen your … .

5. Artists learn to make art by studying the achievements of the past and observing the efforts of their … .

6. The more you know about this living … of artistic energy, the more interesting each work of art will become.

7. An awareness of the *why* may give some … as well.

8. An artist's work grows from a lifetime of experiences, thoughts, and … .

Grammar exercises

1. Put questions to the following sentences / to the words in bold.

1. **An artist** may create a specific work for any of a thousand reasons.

2. You will have a **richer appreciation** of the artist's expression.

3. Matisse assumed that his audience would know that **Venus was the ancient Roman goddess of love.**

4. The tree that rises so dramatically in the foreground of the painting is a **cypress**, which has often served as a symbol of both death and eternal life.

5. Great works of art hold **many meanings.**

6. **Knowing the place of a work of art in history** – what went before and came after – can also deepen your understanding.

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. Say whether the following sentences are true or false. If the statement is false, change it to make it true.

1. A work of art is the product of human intelligence.

2. The understanding of process – *the how* – often contributes quite a lot to our appreciation of art.

3. Artists learn to make art by observing the achievements of their contemporaries.

4. An artist may create a specific work for any of a thousand reasons.

3. Work in pairs and discuss the following issues focusing on the studying the arts:

1. The process of understanding of works of art.

2. Do you agree with the following ideas about art:
"Art is not what you see, but what you make others see" (Miles David).
"Art is a microscope which the artist fixes on the secrets of his soul, and shows to people these secrets which are common to all" (Leo Tolstoy).

UNIT 6. DESIGN AND APPLIED ARTS

Vocabulary

applied art – прикладное искусство
counterpart – аналог; эквивалент
de rigueur – требуемый этикетом или модой; обязательный
disposable – одноразового использования
encompass – заключать в себе
engraving – гравюра
gain momentum – наращивать скорость; набирать ускорение
glassware – изделия из стекла, стеклянная посуда
mundane — мирской, земной, светский
objet d'art – предмет искусства

reinforce – укреплять, усиливать
residential – жилой
sign-painting – рисование вывесок
stained glass – цветное стекло
subtle colours – нежные цвета
take a back seat – занимать незавидное, скромное положение
tapestry – гобелен
temporary – временный
utensil — посуда, утварь, принадлежность
utilitarian – утилитарный, практический
decorative arts – декоративное /прикладное искусство

TEXT

Throughout history, especially in the Western world, arts have always existed under a sort of hierarchy – history painting was above portraiture, portraiture above still life, poetry was above prose, opera above the popular song. Applied arts always had to take the proverbial back seat to their more "important" creative counterparts. It was only in the late 19th century, with the rise of Arts & crafts movement and the Art nouveau that the applied arts came to the forefront of public attention.

In the broadest sense of the word, applied arts are those in which artistic design is applied to utilitarian objects of everyday use (as opposed to Fine arts which have no function other than to aesthetically and intellectually stimulate the viewer). Industrial design, graphic design, fashion design, interior design, and the decorative arts all belong to the realm of Applied arts. Offering endless opportunities for originality, these arts enrich our daily lives and can make even the most mundane utensil in our home a pleasure for the eyes.

Industrial Design

From the Volkswagen Beetle to the latest iPod, from the chair at your desk to the new Alpha Romeo, industrial design is all around us. It aims to make our lives easier, to optimize function, value and appearance guided by special requirements. Marrying function with form, design is as much an art as it is a part of engineering. It turns purely mechanical objects into aesthetically pleasing items, it enhances their use and appeal.

Choice of materials must be considered, whether glass is more appropriate, metal or wood. A design can make a new product "sink or swim" on the market – it can make it into a sleek, aerodynamic image of luxury, or a clunky, ill-proportioned eye-sore. Dieter Rams (closely associated with Braun), Sir Jonathan Ive (creator of many of Apple's iconic products), Richard A. Teague's work for the American Motor Company, all pinnacles of industrial design, show how important a strong visual identity combined with a highly practical product can (and often does) equal success.

Graphic Design

Graphic design arose as a separate discipline the advent of the printing press in the 15th century. Engravings soon replaced hand-painted book illustration, and communication through visual images started to gain momentum. Sign-painting was another early form of graphic design, soon to be followed by poster painting in the 19th century, newspaper advertising, and pamphlets.

Very closely tied to marketing (and propaganda), graphic design was always used to convey ideas in a symbolic yet memorable manner (for example, Raymond Loewy's Royal Dutch Shell logo). With the advent of the Internet, it has become one of the dominant branches of applied arts and an inseparable part of web development.

Fashion Design

Possibly the most attractive to the general public and definitely the most discussed in the media, fashion has been a hot topic for centuries. Still, design as we know it today started with Charles Frederick Worth, the first who was able to dictate style instead of obey it. Before him, the bourgeoisie and the common people simply copied the garments of their social superiors. Yet it all changed with the advent of the fashion house, the designer who could predict and dictate the trends. Soon came French Chanel and Dior, Italian Gucci, Versace and many more.

Influenced by social and cultural norms and expectations, fashion has had a tremendous impact on how we see ourselves and each other. A creative outlet, it was also a way to either reinforce or challenge the status quo.

Interior Design

Closely tied to architecture yet quite distinct from it, interior design fulfils our need to live in beautiful surroundings. A multifaceted profession, it has to take into consideration everything from architectural limits, practical matters such as health and safety concerns, as well as purely aesthetic goals to (ideally) create an environment that is comfortable and pleasant to live in. Interior design can be applied to residential and commercial spaces, but also on temporary structures such as the theater stage, event design etc. Today, natural light and materials, airiness and feeling of space, subtle colours are de rigueur.

Decorative Arts

From the lavishness of baroque to the severe directness of Bauhaus, each era has left its imprint on the most diverse of all the applied arts. Materials used vary as much as the purpose both of which, in turn, can make the item an affordable household utensil or exquisite, jewel-encrusted objet d'art. Often classified as mere "crafts", decorative arts serve a definite purpose of embellishing everyday objects and enhancing their functionality. The practice has been around since the dawn of time and it encompasses ceramics, glassware, basketry, jewelry, metalware, furniture, stained glass, tapestry, and textiles. Decorative art also embraces just about any category of "precious or crafted object" with only limited practical use (e.g. Fabergé Easter Eggs).

Applied arts - an Art or a Craft?

Through the centuries, through all the changes in taste, the question remains – is it art? How do we see it, as serious or as disposable? Applied arts have long been a matter of debate but nevertheless, they have remained an inseparable part of our existence, of our way of defining our place in the world and making our lives pleasant. It is quite likely that they will remain so for a long time to come.

Vocabulary exercises

1. Match the words from the text with their:

a) *words from the text:* realm, daily, proverbial, embrace, diverse, appropriate, pamphlet, disposable.
Synonyms: suitable, well-known, various, throwaway, brochure, include, everyday, sphere.

b) *words from the text:* pleasure for the eyes, advent, temporary, reinforce, safety, precious, forefront.
Antonyms: disappearance, decrease, cheap, eye-sore, permanent, background, danger.

2. Match the words with their definitions.

Applied art, fine art, tapestry, engraving, utensil, luxury, advertising, status quo.

   a) a large piece of heavy cloth with a picture sewn on it using coloured threads;
   b) an instrument or vessel used in a household and especially a kitchen;
   c) the current situation, the way things are now;
   d) the design or decoration of functional objects so as to make them aesthetically pleasing;
   e) the act or practice of calling public attention to one's product, service, need, etc., especially by paid announcements;
   f) a picture made by cutting a design on a piece of metal and then printing the design on paper;
   g) an art form practised mainly for its aesthetic value and its beauty ("art for art's sake") rather than its functional value;
   h) something that is not essential but is desirable and often expensive.

3. Match the words from A and B so as to make collocations.
   a) gain, sign, take, public, fulfill, hot, household, take into, creative, cultural;
   b) a back seat, one's needs, consideration, momentum, utensils, outlet, painting, norms, attention, topic.

4. Look through the text and give the English equivalents of the following.

Жилые и коммерческие помещения, с испокон веков, услада для глаз, занять ведущее место, служить определенной цели, предметы повседневного использования, передавать идею, обыденная утварь.

5. Look through the text, give the Russian equivalents of the following words and use them in sentences of your own.

Ill-proportioned eye-sore; sign-painting was a form of graphic design, soon to be followed by poster painting; to either reinforce or challenge the status quo; an inseparable part of our existence; a multifaceted profession; exquisite, jewel-encrusted objet d'art.

Grammar exercises

1. Choose the correct form of the word.

1. Throughout history arts … always … (existed, have existed, exist, is existing) under a sort of hierarchy.
2. It was only in the late 19th century, that the applied arts (come, came, had come, has come) to the forefront of public attention.

3. Graphic design (arise, is arising, arose, had arose) as a separate discipline soon after the advent of the printing press in the 15th century.

4. With the advent of the Internet, it (has become, is becoming, became, will become) one of the dominant branches of applied arts and an inseparable part of web development.

5. The practice (is, is being, was, has been) around since the dawn of time.

6. Fabergé Easter Eggs (is, be, are) a perfect example of this.

7. Applied arts … long … (has been, have been being, have been, are been) a matter of debate.

2. Put questions to the following sentences / to the words in bold.

1. Industrial design, graphic design, fashion design, interior design, and the decorative arts all belong to **the realm of Applied arts**.

2. Industrial design aims **to make our lives easier, to optimize function, value and appearance**.

3. Graphic design arose as a separate discipline soon after the advent of the printing press **in the 15th century**.

4. **With the advent of the Internet**, it has become one of the dominant branches of applied arts.

5. **Possibly the most attractive to the general public and definitely the most discussed in the media**, fashion has been a hot topic for centuries.

6. Yet it all changed **with the advent of the fashion house**.

7. **Interior design** fulfils our need to live in beautiful surroundings.

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 following questions.

1. How do you understand the idea that arts have always existed under a sort of hierarchy?

2. What are applied arts and why do we need them?

3. What is the difference between fine arts and applied arts?

4. What are the benefits of industrial design?

5. Do you know any influential industrial designers? What products are they famous for?

6. What were the early forms of graphic design? What is modern graphic design?

7. Who was the first person to create fashion?

8. What is fashion design? Why is it important?

9. Is interior design a multifaceted profession? Why?

10. What are top interior design trends now?

11. What are decorative arts? When did this practice start?

12. Can applied arts be considered art?

3. Decide if the following statements are true or false according to the text. Correct those that are false.

1. Fine arts always had to take the proverbial back seat to their more "important" creative counterparts.

2. The applied arts are the application of design and decoration to everyday objects to make them aesthetically pleasing.

3. A good design of a product can bring success on the market.

4. With the advent of the Internet, graphic design has been declining.

5. Fashion has a tremendous impact on how we see each other – people judge you like they do a book, by the cover.

6. Interior design considers only practical and functional matters.

7. The purpose of decorative art is to enhance the functionality of everyday objects.

4. Work in pairs and discuss the following issues focusing on the design and applied arts:

1. What are applied arts and why should you study them?

2. Industrial design is all around us.

3. How graphic design appeared and developed.

4. Why fashion matters.

5. Interior design as a multifaceted profession.

6. The variety of decorative arts.

7. Applied arts – an Art or a Craft?

UNIT 7. THE HISTORY OF DESIGN

Vocabulary

advance – продвижение, прогресс

accentuate – акцентировать, подчеркивать

alliance – союз, объединение

attempt – попытка

contemporaneous – современный, одновременный

exigency – срочность, крайность

purist – пурист

aesthetically – эстетически

apogee – апогей, вершина

cardboard – картон

copper – медь

elaboration – разработка, развитие
enhance – усиливать, повышать
entice – соблазнять, переманивать
implication – значение, подтекст
lucrative – прибыльный, выгодный

pared-down – урезанный
reinterpret – переосмыслить
revive – возродить, оживить
surge – всплеск, повышение
tour-de-force – проявление силы
vernacular – просторечный, народный

TEXT

1. Design from 1900 to 1925.

During the second half of the nineteenth century, a number of forces transformed the avant-garde design scene. Two, in particular, played an important role: a reaction against the prevalent taste for academic historicism and the rediscovery of the arts of Asia. Machine-produced pastiches of historical styles were increasingly shunned in favor of new designs that derived forms and decorative motifs from nature.

By the turn of the twentieth century, a new stylistic vocabulary with distinct regional characteristics had been firmly established with an exploration of new design influences.

Originating in Britain the Arts and Crafts movement had considerable influence into the twentieth century. Primarily through publications, the movement quickly spread across Europe (it was notably influential in Austria and Germany) and to America. Reacting against the perceived dehumanizing effects of industrialization, the nineteenth-century British design reformers such as William Morris advocated a return to handcraftsmanship.

Disillusioned by the failure of Art Nouveau and competing with advances in design and manufacturing in Austria and Germany in the early years of the century, French designers felt the need to reestablish their role as leaders in the luxury trade. The Société des Artistes Décorateurs, founded in 1900, encouraged new standards for French design and production through its annual exhibitions at the Salon d'Automne. In 1912, the French government voted to sponsor an international exhibition of decorative arts.

2. Design from 1925 to 1950.

The second quarter of the twentieth century saw radical changes in design. The Art Deco style, which reached its apogee at the 1925 Exposition des Arts Décoratifs et Industriels Modernes in Paris, gradually waned; its decorative flourishes and emphasis on rich and exotic materials seemed increasingly irrelevant, considering the economic pressures of the Great Depression in the United States and growing political instability in Europe.

The geometric forms and plain undecorated surfaces favored by modernists were, however, too demanding for most people. It was with relief that consumers turned to the warmer organic design, with its emphasis on wood and natural materials that emerged in Scandinavia in the mid-1930s.

World War II profoundly affected the material and formal developments of architecture and design. Items such as steel, aluminum and copper were rationed for use in the war effort, forcing designers to substitute nonessential materials, including cardboard, glass and plywood in their designs. Many American designers worked for the war effort itself, applying their knowledge and expertise to military exigencies.

3. Design from 1950 to the present.

The years following World War II were characterized by enormous changes on every level. The war ended, leaving a new worldwide generation of veterans with young families struggling to rebuild their lives. The pressing need for inexpensive housing and furnishings spurred a boom in design and production.

Commercial jet travel was introduced in 1957, and the ease of travel in the jet age encouraged a growing fusion of cultural influences. In particular, a blurring of Eastern and Western aesthetics and technology represented an entirely new cultural fusion.

The most marked changes occurred in America, Italy, Scandinavia, and Japan. A growing number of American firms such as the Herman Miller Furniture Company and Knoll International began to build a reputation for manufacturing and marketing well-designed, high-quality, inexpensive furniture made from new materials like fiberglass and plastics for the consumer market in the postwar years. In an effort to revive their depressed postwar economy, Italian designers made a self-conscious effort to establish themselves as leaders in the lucrative international marketplace for domestic design.

Vocabulary exercises

1. Match the words from the text with their a) synonyms b) antonyms.

a) *words from the text*: aesthetically, apogee, conspicuously, elaboration, judicious, implication.
<u>Synonyms</u>: noticeably, development, esthetically, prudent, climax, consequence.

b) *words from the text*: uniquely, utility, enormous, lucrative, interior.
<u>Antonyms</u>: tiny, unprofitable, exterior, inutility, frequently.

2. Match the words with their definitions.

Novelty, pastiches, alliance, postpone, prominence, essential, aesthetics, abandoned.

a) a piece of art, music, literature, etc. that intentionally copies the style of someone   else's work or   is intentionally in various styles;   or   the practice of making art in either of these ways;

b) the state of being easily seen or well known;

c) necessary or needed;

d) the formal study of art, especially in relation to the idea of beauty;

e)   an agreement to work with someone else to try to achieve the same thing;

f) left in a particular place or condition, usually forever;

g) to delay an event and plan or decide that it should happen at a later date or time;

h) something that is new and unusual.

3. Circle the suitable preposition.

1. It was replaced (by, after) young modernist reformers who believed that beauty need not depend on ornament but could be achieved through the manipulation of form.

2. It was with relief that consumers turned to the warmer organic design, with its emphasis on wood and natural materials, that emerged (in, on) Scandinavia in the mid-1930s.

3. The Bauhaus, founded in Weimar in 1919 as a school of arts and crafts, soon became known as a center of avant-garde design (under, with) the direction of Walter Gropius.

4. In 1933, the Nazis closed (down, up) the Bauhaus.

4. Give the adjectives of the nationalities.

America, Scandinavia, Japan, Italy, Sweden, Asia, Germany, Britain, Europe, Australia, India, Rumania, Poland, Greece, Belarus, Ireland.

5. Find in the text the English for:

важная роль, декоративные мотивы, отличительная характеристика, органические формы, популярный спрос, ускорить смерть, огромное влияние, выступать против, выступать за возвращение, ограниченное количество, использование машин, союз искусства и промышленности, декоративные аксессуары, отложить по причине.

<p align="center">**Grammar exercises**</p>

1. Decide why the italicized nouns are used with a, the or zero article.

1. During *the* second *half* of *the* nineteenth *century*, a number of forces transformed the avant-garde design scene.

2. *A* new stylistic *vocabulary* with distinct regional characteristics had been firmly established with an exploration of new design *influences*.

3. *The term* Art Nouveau is derived from the name of Siegfried Bing's Parisian shop L'Art Nouveau.

4. *The* most innovative Jugendstil *designers* replaced *the exuberance* and naturalism of French and Belgian design with a comparatively restrained and abstracted aesthetics.

2. With the help of the prefixes given bellow form adjectives from the given ones and point out the changes in meaning.

In-, non-, im-, il-, un-, dis-, ir-, pre-

Expensive, possible, formal, practical, war, functional, legal, complete, married, able, conscious, believable, cooked, human, honest, regular, moral, imaginable.

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 following questions:

1. What is design? What does the word design mean as a verb and as a noun?

2. Who is called a designer? What function does this person fulfill?

3. What were the two main forces that influenced the avant-garde design scene?

4. What kind of new design influences were established?

2. Define the following statements as true or false.

1. As a noun "design" refers to the final plan or the result of implementing that plan in the form of the final product of a design process.

2. By the turn of the twentieth century, a new stylistic vocabulary had been firmly established.

3. Art Nouveau flourished in France and Belgium.

4. The term Art Nouveau is derived from the popular illustrated magazine "Jugend" that was published in Munich.

3. Work in pairs and discuss the following issues focusing on the history of design:

1. The years following World War II in the life of people.
2. A boom in design and production.
3. The most marked changes in the development of American design.
4. Italian designers in the after-war time.
5. Scandinavian design after World War II.
6. Changes in Japanese design after World War II.

UNIT 8. ELEMENTS OF DESIGN

cohesive – связанный, сплочённый, образующий единое целое
curved – изогнутый, искривлённый; кривой
dashed and dotted lines – пунктирные линии, штрих пунктир
harness – обуздывать, покорять, укрощать
hue – цвет; оттенок; тон
lightness – светлость цвета
ornate – богато украшенный, витиеватый, с украшениями
rendering – исполнение, передача, изображение, визуализация

roughness – шероховатость, неровность
saturation – насыщение, насыщенность
smoothness – гладкость, ровность
solid – сплошной, непрерывный
stand out – выделяться, выступать (на фоне чего-л.); отличаться
subtle – тонкий, едва различимый
think outside the box – мыслить вне рамок, думать нестандартно
utilitarian – практический, прагматический
visuals – *обыкн. pl* изображение, визуальный ряд
well-rounded – всесторонне образованный

TEXT

Understanding the fundamentals of design is the first step to creating cohesive and harmonious visuals. When we look at a design piece, our eyes are looking at a composition. By carefully and thoughtfully arranging elements on a page, you are able to portray more than just visuals.

Design is made up of basic elements built into a structure that communicates a message. These elements are the building blocks you need to construct your design. You can use these elements alone or in combination with one other, depending on what you're trying to achieve.

The main elements are: LINE, TEXTURE, COLOR, FORM, SHAPE, SCALE.

1. Line. Often the starting point for all artistic expressions, the line is one of the most essential elements of design. Lines always have more length than

thickness, and they don't necessarily have to be solid. Dashed and dotted lines can also be used and have a friendlier feel than a solid line. Straight lines usually come across as a steady and static element. On the other hand, curved lines are dynamic and give energy to your design.

A line can be vertical, diagonal, horizontal, and even curved. It can be any width, size, shape, position, direction, interval, or density.

Points create lines and lines create shapes. A line can have other elements like color, texture, and movement applied to it. Though basic in appearance, lines can control the viewer's thoughts and emotions, and lead a viewer's eye through space.

2. Texture. Texture is the way a surface feels, or the way it's perceived to feel. It has the power to attract or detract a viewer's eyes, and can be applied to lines, shapes, and forms.

There are two types of texture: tactile and visual. Tactile textures are three-dimensional and can be touched. The easiest example is tree bark. When you touch bark, you can feel all the bumps and ridges, the roughness and smoothness. A photo of the same bark would be a visual texture. You can see it, not feel it.

Different textures give off a different vibration, so try thinking of different materials if you work with physical shapes. For instance, try using soft surfaces like felt for children's books. Art book designs are the most forgiving for thinking outside the box.

3. Color. Color is one of the hardest elements to harness, and probably one of the most challenging to understand. The basics, however, are relatively easy.

Color can help the organization of a design, and give emphasis to specific areas or actions. Like other elements, it has a few different properties: hue, saturation, and lightness. Unlike other elements, it does not always have to be used. A design can have the absence of color (yes, black and white are still colors, but you get the point). Color can be used sparingly or in a rainbow of hues, but tends to work best when there's both a dominant color and a supporting color.

4. Form. Everything possesses a form in one way or another. When we talk about form, we're not talking about the content of the form, but the form itself.

Forms are three dimensional, and they are of two types: geometric (man-made) and natural (organic). A digital or physical form can be measured by height, width, and depth. A form can be created by combining shapes, and it can be enhanced by color or texture. Depending on their usage, they can also be ornate or utilitarian.

For digital design, think of form as the object you're designing for; so if you're designing for a mobile device, the phone is your form.

5. Shape. All objects are composed of shapes, and all elements of design are shapes in some way. Shapes can live in a form. An example would be a button on a website: it's a shape that's living inside the computer (which is the form).

A shape is a two- or three-dimensional object that stands out from the space next to it because of a defined or implied boundary. A shape can live in different areas in space, and have other elements like line, color, texture, or movement. Like forms, shapes come in two different types: geometric and organic.

Geometric shapes can be drawn using a ruler, compass, or digital instrument. They feel very precise, like an architecture rendering. They're created in CAD (CAD is an abbreviation for 'computer aided design') or by hand, and are controlled orderly. Organic shapes are found in nature or drawn by hand. They're the opposite of geometric, and often feel natural or smooth. That's not to say that because they're natural, they're less complex. Think of the grain on a stump of wood: it's complex, but not geometrically precise.

6. Scale (Size). Playing with the scale and size of your objects, shapes, textures and other elements add emphasis. How boring would a symmetrical website with all similarly sized ingredients be? Very. But the amount of variation will depend heavily on the content within. Subtle differences suit professional content, while bold ones prefer creative enterprises.

A well-rounded designer has a solid fundamental understanding of which elements to use and when. It also gives you the ability to evaluate and deconstruct other designs; looking at a design from its basic, raw elements can help you understand why a designer made certain decisions in their work.

Vocabulary exercises

1. Match the words with their definitions.

Hue, compass, saturation, texture, CAD, rainbow, boundary, ruler.

1. The shade or tint of a color.

2. A display of the colours of the spectrum produced by the dispersion of light.

3. A long flat piece of wood, metal, or plastic with straight edges marked in centimeters or inches.

4. A line which marks the limits of an area; a dividing line.

5. It refers to how vivid, rich, or intense a color is.

6. The surface of a material, esp. as perceived by the sense of touch.

7. A V-shaped device that is used for drawing circles or measuring distances on maps.

8. It refers to the use of computer software in the design of things such as cars, buildings, and machines.

2. Match the words from the text with their a) synonyms b) antonyms:

a) *words from the text:* property, possess, enhance, ornate, precise, well-rounded.

Synonyms**:** accurate, decorated, competent, feature, have, reinforce.

b) *words from the text:* roughness, thickness, straight, challenging, subtle, vertical.

Antonyms**:** obvious, curved, easy, horizontal, smoothness, thinness.

3. Match the words from A and B so as to make collocations.

a) communicate, create, building, dotted, tree, visual;

b) blocks, lines, messages, bark, texture, visuals.

4. Supply the missing prepositions.

1. His red house stands (in, out, to, up) from the others.

2. The population of the town is made (from, for, out, up) of people from various ethnic backgrounds.

3. This lamp gives (off, of, up, away) a very bright light.

4. His decision will depend (from, –, on, under) how soon he meets the committee.

5. You can study a full colour design (of, for, on, to) the postcard in the attached file.

6. This dress is sewn (with, by, for, to) hand.

7. An imaginative and creative person is able to think (out, outside, of, away from) the box.

5. Look through the text and give the English equivalents for the following.

Основы дизайна; трехмерная фактура; мягкие поверхности, такие как войлок; мыслить нестандартно; сложный/непростой для понимания; основной и поддерживающий цвета; архитектурная визуализация; тонкие различия.

Grammar exercises

1. Choose the correct form of the word.

1. When we (looked, look, have looked, are looking) at a design piece, our eyes are looking at a composition.

2. Design (is made, makes, made, has been made) up of basic elements built into a structure that communicates a message.

3. Everything (possess, possesses, is possessing, is possessed) a form in one way or another.

4. All objects (are composed, compose, composed, are compose) of shapes.

5. When we (will talk, talked, talks, talk) about form, we're not talking about the content of the form, but the form itself.

6. When you (will touch, touched, touch, are touched) bark, you can feel all the bumps and ridges.

2. Put questions to the following sentences / to the words in bold.

1. **Understanding the fundamentals of design** is the first step to creating cohesive and harmonious visuals.

2. **By carefully and thoughtfully arranging elements on a page**, you are able to portray more than just visuals.

3. You can use these elements **alone or in combination with each other**, depending on what you're trying to achieve.

4. Lines can control the **viewer's thoughts and emotions**.

5. There are **two** types of texture: tactile and visual.

6. Everything possesses **a form** in one way or another.

7. All objects are composed of **shapes**.

8. Organic shapes are found **in nature**.

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 following questions.

1. Why is it important to understand the fundamentals of design?
2. What building blocks do you need to construct your design?
3. How many types of lines can you think of?
4. Why is line one of the most essential elements of design?
5. What are the differences between tactile and visual textures?
6. What is the function of color in design?
7. What properties of color do you know?
8. How can color be used?
9. What are forms and their types?
10. What is shape? What are the differences between geometric and organic shapes?

11. What does scale mean in design?
12. Why should you understand the core design elements?

3. Say whether the following sentences are true or false. If the statement is false, change it to make it true.

1. You can use the elements of design only in combination with one other.
2. Dashed and dotted lines have a friendlier feel than a solid line.
3. A photo of the bark would be a tactile texture.
4. A design can have the absence of color.
5. Forms can live in a shape.
6. Organic shapes feel very precise.
7. The more elements of design are used the more interesting is your object.

4. Work in pairs and discuss the following issues focusing on the elements of design:

1. What are the elements of design? How are they used in Art?
2. How do the elements of design affect communication design?
3. Give examples of how you think the elements of design are used.
4. Study your notebook/textbook cover. What elements of design are used?

UNIT 9. PRINCIPLES OF DESIGN

arrangement – расположение, композиция, составление
coherent – последовательный, связный, единый
consistency – последовательность, согласованность, логичность
distinguishing – отличительный, характерный
evolve – развивать, развиваться, эволюционировать
highlight – придавать большое значение

hone one's skills – оттачивать своё мастерство
hub – ступица (колеса); центр
juxtaposition – сопоставление, сравнение
non-uniform – неоднородный, неравномерный
predictable – предсказуемый
spoke – спица (колеса)
stand out – выделяться
ubiquitous – повсеместный, встречающийся повсюду
variety – разнообразие

TEXT

It should be noted that there is no real consensus in the design community about what the main principles of design actually are. Therefore, the following eight principles are those mentioned most often in articles and books on the subject.

In any work of art there is a thought process for the arrangement and use of the elements of design. The artist who works with the principles of good composition will create a more interesting piece; it will be arranged to show a pleasing rhythm and movement. The centre of interest will be strong and the viewer will not look away, instead, they will be drawn into the work. A good knowledge of composition is essential in producing good artwork.

These principles of design highlight the fundamental aspects of what makes design not only appealing to the eye, but functional and useful for our everyday use.

Balance refers to the way the elements of art are arranged to create a feeling of stability in a work; a pleasing or harmonious arrangement or proportion of parts or areas in a design or composition.

Balance can be achieved in 3 different ways:

1. Symmetry, in which both sides of a composition have the same elements in the same position, as in a mirror-image, or the two sides of a face.

2. Asymmetry, in which the composition is balanced due to the contrast of any of the elements of art. For example, a large circle on one side of a composition might be balanced by a small square on the other side. Asymmetry is often more visually interesting. Where symmetrical designs can be quite static and predictable, asymmetrical balance can give designs a more dynamic feel.

3. Radial symmetry, when elements "radiate" from a point in the centre of a design, as in the spokes coming out of the hub of a bicycle tire, or rays shining from the sun, or petals blossoming from a rose.

Emphasis!!! Did that get your attention? This is when a specific element is given to a distinguishing feature to separate it from a certain element or group. This can be achieved through other principles such as contrast, movement, scale, balance or by manipulating different elements (like colour, shape and size) to make specific parts of a design stand out.

Movement refers to the way the eye travels over a design. The most important element should lead to the next most important one and so on. This is done through positioning (the eye naturally falls on certain areas of a design first), emphasis, and other design elements already mentioned. Movement can either be actual motion or it can be implied – the arrangement of the parts of an image to create a sense of motion by using lines, shapes, forms, and textures that cause the eye to move over the work. As a principle of design, it can be a way of combining elements of art to produce the look of action. In a painting or photograph, for instance, movement refers to a representation or suggestion of motion. In sculpture too, movement can refer to implied motion.

Proportion is one of the easiest design principles to understand. Simply put, it's the size of elements in relation to one another. Proportion signals what's important in a design and what isn't. Larger elements are more important, smaller elements less. When things are "proportionate", it means there's a coordination between them that makes the design look aesthetically pleasing.

Patterns are nothing more than a repetition of multiple design elements (shapes, lines, or colors) working together. Wallpaper patterns are the most ubiquitous example of patterns that virtually everyone is familiar with.

Variety keeps things engaging. It stops designs from being stagnant, predictable and downright boring – all things you want to avoid. By making sure that the elements are varied you stop designs from being monotonous and uninspired.

The easiest way to do this is through juxtaposition and contrast. Place bright colours next to lighter hues, the text next to images, round shapes next to square ones. By doing so you can keep viewers engaged and your design interesting.

Rhythm is created by movement implied through the repetition of elements of art in a non-uniform but organized way. It is related to rhythm in music. Unlike pattern, which demands consistency, rhythm relies on variety. It's about giving your composition a feeling of action and movement.

Unity is put last for a good reason – it only occurs when all the elements within a design coexist to form a holistic experience that's pleasing to the eye.

Unity adds order and makes a piece feel like a coherent whole, instead of a messy combination of individual parts that just happen to exist on the same page. To achieve unity you need to look out for three things: whether the elements you've used have a good reason to be there, whether they work together, and whether the message or concept you're trying to display is communicated clearly.

Hopefully, these design principles can help inspire you to take your creative work to the next level. No matter what you're designing – from product pages to actual products – if you take the time to learn and apply these concepts you'll be firmly set on the path to success.

Remember, design is always evolving. Look at what other people are doing and think about how you can apply their techniques to your own work: it's a great way to hone your design skills.

Vocabulary exercises

1. Match the principles of design with their definitions.

Proportion, balance, unity, rhythm, movement, emphasis, pattern, variety, radial symmetry.

1. Shows how the elements within a composition are arranged symmetrically, asymmetrically, or radially to create the impression of equality in weight or importance;

2. It is used to focus the viewer's attention on a certain part of a composition;

3. The type of symmetry in which elements are equally spaced around a central point;

4. The repeating of an object or symbol all over the work of art;

5. The feeling of harmony between all parts of the work of art, which creates a sense of completeness;

6. The relationship of two or more elements in a composition and how they compare to one another concerning size, color, quantity, degree, setting, etc.; i.e., ratio;

7. This principle of design is about varying the elements and objects in your image, to avoid making them boring;

8. A principle of design that suggests movement or action and it is usually achieved through the repetition of lines, shapes, colors, and more;

9. Shows action and creates a feeling of motion within a composition.

2. Match the words from the text with their a) synonyms, b) antonyms:

a) *words from the text*: agreement, important, draw attention to, centre, common, develop, contrast, color, diversity.

Synonyms: highlight, variety, hue, ubiquitous, juxtaposition, hub, consensus, essential, evolve.

b) *words from the text:* inspired, imbalance, symmetry, static, immobility, single, unite, similarity, flop, unimportant.

Antonyms**:** asymmetry, success, uninspired, motion, fundamental, balance, dynamic, multiple, contrast, separate.

3. Match the words from columns A and B so as to make collocations.

a) coherent, to hone, path to, holistic, design, radial, to get, distinguishing;
b) success, approach, symmetry, principles, whole, one's skills, feature, attention.

4. Look through the text and give the English equivalents of the following.

Радующий глаз (привлекательный), композиция сбалансирована за счет контраста элементов, отличительная черта, ежедневное применение, узоры на обоях, однообразный и скучный, оттачивать свое мастерство.

Grammar exercises

1. Choose the correct form of the word.

1. The artist who works with the principles of good composition (created, has created, will be created, will create) a more interesting piece.

2. Asymmetry is a type of balance, in which the composition (balances, balanced, is balanced, has been balanced) due to the contrast of any of the elements of art.

3. Unity (add, adds, added, is adding) order and makes a piece feel like a coherent whole.

4. Make sure that the elements you (have been used, have used, is using, uses) have a good reason to be there.

5. If you (take, are taking, took, will take) the time to learn and apply these concepts you'll be firmly set on the path to success.

6. Design always (evolves, is evolving, has evolved, has been evolving).

2. Put questions to the following sentences / to the words in bold.

1. The following eight principles are mentioned most often **in articles and books on the subject**.

2. **The artist** who works with the principles of good composition will create a more interesting piece.

3. Balance refers to **the way the elements of art are arranged** to create a feeling of stability in a work.

4. Balance can be achieved **in 3 different ways**.

5. **By making sure the elements are varied** you stop designs from being monotonous and uninspired.

6. To achieve unity you need to look out for **three things**.

<p align="center">**Reading Comprehension**</p>

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 following questions.

1. Why is it important to follow the principles of design?

2. How can balance be achieved? Give examples of different types of balance.

3. What principle(s) can make specific parts of a design stand out?

4. What does movement refer to? What is implied motion?

5. What helps you assess the importance of different elements in a design?

6. What are patterns?

7. How can you avoid monotony, stagnancy and boredom in a design?

8. How can designers create rhythm?

9. What things do you need to achieve unity?

3. Decide if the following statements are true or false according to the text. Correct those that are false.

1. If the artist works with the principles of good composition, the viewer will be drawn into his work.

2. Symmetry is often more visually interesting than asymmetry.

3. A mirror-image is a good example of a radial symmetry.

4. To emphasize something, you can use such principles as contrast, movement, scale, balance.

5. Proportion signals what's important in a design and what isn't: smaller elements are more important, larger elements less.

6. Patterns rely on variety.

7. Looking at what other people are doing and applying their techniques to your own work is a great way to hone your design skills.

4. Work in pairs. Look at the images and decide what principles of design were used.
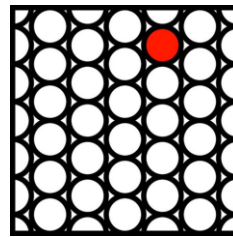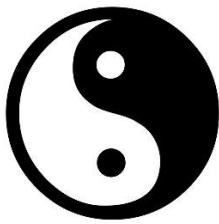
UNIT 10. INDUSTRIAL DESIGN

Vocabulary

public setting – общественное место

straddle the line – проводить черту, разграничивать

design consultancy – дизайнерское бюро

in-house team – внутрифирменная команда

end-user benefit – выгода для конечного пользователя

corporate branding – корпоративный брендинг

enduring impact – стойкое, длительное воздействие

push the envelope – пытаться выйти за границы возможного

stretch across – простираться

multidisciplinary team – многопрофильная команда

craft a solution – искусно разработать решение

ideation – порождение идеи, воображение
fast-paced – идущий быстрыми шагами; быстро развивающийся
keep pace with – идти наравне с, не отставать от
put oneself in someone else's shoes – поставить себя на место другого
out-of-the-box thinking – нестандартное мышление

tend to – иметь тенденцию к; клониться, склоняться; стремиться к
career track – карьерный рост
background – подготовка, квалификация
major in – специализироваться по какому-л. предмету
pursue a degree – продолжать образование

TEXT

"Design is a plan for arranging elements in such a way as best to accomplish a particular purpose". – Charles Eames

1. What Is Industrial Design?

Industrial Design (ID) is the professional practice of planning and developing products, devices, objects and services used by millions of people around the world every day.

Industrial designers create products to perform specific functions. They typically focus on the physical appearance, functionality and manufacturability of a product, though they are often involved in far more during a development cycle. Final products must be attractive as well as safe, reliable and easy to maintain. Moreover, they must be easy and inexpensive to manufacture. Industrial designers must combine artistic ability with some knowledge of engineering, costs, materials, manufacturing process and marketing conditions.

Every object that you interact with on a daily basis in your home, office, school or public setting is the result of a design process. During this process, myriad decisions are made by an industrial designer (and their team) that are aimed at improving your life through well-executed design.

2. A Brief History

Emerging as a professional practice in the early 19th century, though there are examples well before this, industrial design can be directly linked to the industrial revolution and transition from small volume craft to mass-produced products for a consumer class population. Often straddling the line between artist and engineer, early industrial designers frequently found themselves in a position dealing purely with aesthetics and styling.

Soon enough, design consultancies began to emerge. They offered design services to companies who didn't have the resources to build their own in-house teams. Walter Darwin Teague, for example, founded TEAGUE in 1926 and is responsible for the Polaroid Camera, Pringles canister and Boeing commercial airline interiors of the time. Sundberg-Ferar is another early design consultancy founded by Carl Sundberg and Montgomery Ferar in 1934. Both TEAGUE and Sundberg-Ferar are still in operation today and are credited with the creation of countless well-known products over many decades.

Since that time industrial design has become a proven practice and many large corporations such as IBM, General Motors and Electrolux have in-house design teams working on new products for worldwide markets.

As time passed, a designer's influence and role shifted from purely focusing on how a product looked or functioned to including human ergonomics, end-user benefit, material innovations and corporate branding. All of these considerations have become central to the industrial design profession, which has left an enduring impact on business and society.

3. Why Industrial Design is Important

Industrial design is all about innovation. It's about creating "The Next Big Thing" with skill, thought and understanding about what consumers need. Industrial designers are constantly pushing the envelope and driving trends with their design.

The importance of industrial design stretches across several disciplines. Industrial designers have influenced artists, architects, manufacturers, scientists and programmers. Because industrial designers work so closely with other disciplines, it's only natural that an exchange of skills and knowledge has taken place. Industrial designers don't just build, they create.

4. Modern Professional Practice

Today, industrial designers are commonly part of multidisciplinary teams made up of strategists, engineers, user interface designers, user experience designers, project managers, branding experts, graphic designers, customers and manufacturers, all working together towards a common goal. The collaboration of so many different perspectives allows the design team to understand a problem to the fullest extent, then craft a solution that skillfully responds to the unique needs of a user.

In the ideation, or concept, phase of a project, designers will sketch, render, 3D model, create prototypes and test ideas to find the best possible solutions to a user's needs. This phase of the design process is messy, fast-paced and often exciting! By testing, breaking and rebuilding prototypes, designers can begin to understand how a product will work, look and be manufactured.

In the final stages of the design process, industrial designers will work with mechanical engineers, material scientists, manufacturers and branding strategists to bring their ideas to life through production, fulfillment and marketing. After months, and sometimes years, of development, a product will find its way to store shelves around the world where people can purchase it and bring it into their homes.

The industrial design profession is constantly shifting and evolving to keep pace with rapid advancements in technology, cultural trends and socio-economic forces. Designers must now face new challenges that were inconceivable when the profession originated. It is indeed a fascinating time to work in the design industry.

5. Industrial Design as a Career

Industrial design as a career requires the ability to put yourself in someone else's shoes. It requires out of the box thinking as well as knowledge of functionality and engineering. Industrial design jobs tend to be full of this type of variety.

There are many different career tracks within industrial design. People come from several different degrees and may change tracks several times throughout their career. The important thing to remember is that there are no clear paths into industrial design. You'll find that designers come from several different backgrounds including art, programming, architecture, and engineering. Industrial designers never have a dull moment in the field and there are always opportunities to learn and specialize.

Master's degrees are common in the field of industrial design. Many designers major in engineering, art, or architecture before pursuing a degree in industrial design specifically. Industrial designers will also need a portfolio before applying for work.

Vocabulary exercises

1. Match the words from the text with their a) synonyms b) antonyms.

a) *words from the text:* store, purchase, track, collaboration, incorporate, maintain, major.
Synonyms: buy, specialize, include, look after, path, shop, teamwork.

b) *words from the text*: leave off, emerge, improve, safe, fast-paced, messy;
Antonyms: worsen, disappear, easy, dangerous, include, slow.

2. Match the words with their definitions.

Consultancy, engineering, decade, ergonomics, ideation, background, degree.

a) the study of how equipment and furniture can be arranged in order that people can do work or other activities more efficiently and comfortably;

b) the branch of science and technology concerned with the design, building, and use of engines, machines, and structures;

c) a company that gives expert advice on a particular subject;

d) a course of study that you take there, or the qualification that you get when you have passed the course;

e) the formation of ideas or concepts;

f) the kind of family you come from, the kind of education and the type of work experience you have;

g) a period of ten years.

3. Match the words from columns A and B so as to make collocations.

a) branding, graphic, project, mechanical, material;

b) scientists, experts, managers, engineers, designers.

What are these specialists involved in? What are their job responsibilities?

4. Supply the missing prepositions.

1. Many designers major (in, on, to, at) engineering or architecture.

2. The economic crisis has left an enduring impact (in, on, to, at) business.

3. Industrial designers focus (in, on, to, at) how a product looks and functions.

4. Industrial designers try to find the possible solutions (in, on, to, at) a user's needs.

5. Industrial design is directly linked (in, on, to, at) the industrial revolution.

6. Many of his inventions are still (in, on, to, at) operation today.

7. A lot of different specialists are involved (in, on, to, at) the development cycle.

8. Industrial designers' decisions are aimed (in, on, to, at) improving our life.

5. Look through parts 1 and 2 of the text and give the English equivalents of the following.

Планирование и разработка изделий, функциональность и технологичность, легкий в обслуживании, недорогой в производстве, в общественном месте, несметное количество решений, ремесленное изделие, товары серийного производства, соображения

6. Look through parts 4 and 5 of the text, give the Russian equivalents of the following words and use them in sentences of your own.

Multidisciplinary teams, to craft a solution, to respond to the needs, a messy process, to keep pace with, an inconceivable challenge, to put oneself in someone else's shoes, to major in, to change a career track.

Grammar exercises

1. Choose the correct form of the word.

1. Myriad decisions (is made, are made, makes, make) by an industrial designer.

2. Every day industrial designers (is made, made, makes, make) a lot of decisions to improve different products.

3. Industrial designers … constantly … (are improving, are improved, have improved, will improve) different products.

4. Early industrial designers (dealt, were dealt, deal, have dealt) with mainly with aesthetics and style.

5. Since that time industrial design (has become, have become, becomes, became) a proven practice.

6. In the 20th century industrial design (has become, have become, becomes, became) a proven practice.

2. Put questions to the following sentences / to the words in bold.

1. Walter Darwin Teague founded TEAGUE in **1926**.

2. Walter Darwin Teague is responsible for **the Polaroid Camera, Pringles canister and Boeing commercial airline interiors of the time**.

3. This solution **skillfully** responds to the unique needs of a user.

4. **After months of development** a product will find its way to store shelves around the world.

5. In the final stages of the design process, industrial designers will work with **mechanical engineers, material scientists, manufacturers and branding strategists**.

6. **Industrial designers** will also need a portfolio before applying for work.

7. Industrial designers will also need **a portfolio** before applying for work.

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 following questions:

1. What design can be called industrial?
2. What aspects of products do industrial designers focus on?
3. How should final products look?
4. How has the role of industrial design changed since the 19th century?
5. When and why did design consultancies start to emerge?
6. What other disciplines and areas does industrial design interact with?
7. What is the aim of organizing multidisciplinary teams?
8. What stages does the ideation phase include?
9. How do you understand the idea that industrial design is about creating "the Next Big Thing"?
10. Who can become an industrial designer?
11. Would you consider industrial design as a career? Why?

3. Say whether the following sentences are true or false. If the statement is false, change it to make it true.

1. Industrial design emerged in the 20th century.
2. Modern industrial designers deal purely with aesthetics and styling.
3. Companies, who don't have resources to build their own in-house teams, apply to consultancies, who offer design services.
4. Industrial designers should have good knowledge of human ergonomics, end-user benefit, material innovations and corporate branding.
5. Industrial designers do not participate in multidisciplinary teams.
6. Developing a product and bringing it to the store shelves is a lengthy process.
7. Industrial design is a very conservative area, slowly shifting and developing.

4. Work in pairs and discuss the following issues focusing on the industrial design:

1. Aspects of a good product.
2. How industrial design appeared and developed.
3. Industrial design and other disciplines and areas.
4. The ideation phase of the design process.
5. Careers in industrial design.

UNIT 11. FURNITURE DESIGN

Vocabulary

furnishings – предметы мебели, предметы обстановки

furniture – мебель, обстановка

cut off – отрубить, отсечь, прекратить подачу

in scale – пропорционально

to best advantage – наилучшим /самым выгодным/ образом, в самом выгодном свете

accord with – согласовываться (с чем-л.); соответствовать (чему-л.)

bring into balance – сбалансировать

continuity of line – непрерывность линии

discretion – осторожность, осмотрительность; свобода действий, свобода выбора

variety – разнообразие, многообразие, ряд, множество

versatility – универсальность, многосторонность

comply with – исполнять, выполнять, соблюдать; подчиняться

make a big statement – сделать смелое / громкое заявление

hi-tech – высокотехнологичный

high-touch – высокочувствительный; персональный, личный

range from … to … – колебаться (в определенных пределах)

maintenance – техническое обслуживание; эксплуатационные расходы

resilient – пружинистый, упругий, эластичный

wrought iron – кованое железо

TEXT
The Furnishings of the Buildings
Part 1

A well-designed house integrates all exterior and interior features; this integration includes its furnishings. Many designers see the furnishings of their buildings as part of an overall design. In a contemporary building, for example, the geometry, the simplicity and the modular forms have a distinct relationship to contemporary design in furniture. The consumer today is faced with a wide variety of choices in the area of furnishings. The many styles and types available make it possible to create any atmosphere that one desires. Nowadays there is a great desire for relaxation and calm. That's why bedrooms are slowly being transformed. The dominant idea is to create a room completely cut off from busy everyday life. Designers create new types of furniture and new furnishing concepts. Those who prefer a more moveable way of life want to have single items of furniture and light containers that can be fitted into any flat or room. The beauty of a home will depend on how well the principles of design are applied. Each object and each element contributes to the whole but the result must be a unit that has a charm and a personality of its own.

The beauty of any room depends upon the interrelationship of all the components. The furnishings must look as though they belong to the room in the company of one another. The size of the room and the available wall space will determine the types of furniture and the amount of it can be used. Furniture should be in scale with the room. A small room will usually appear to best advantage if it has small-scaled pieces and a minimum number of them; a large room can take more massive ones. Pictures or other accessories that are hung on the wall should accord with both the furniture and the wall area. A large room may have more than one dominant center, but in a small room one or perhaps two centers will usually be sufficient. Often colour can be employed to bring areas into balance.

Colours, lines and textures in the furnishings will cause the eye to move in certain direction. Continuity of line helps the eye to travel smoothly. Repetition is an excellent means of providing a feeling of rhythm, but it must be employed with discretion. Too much may become dull and monotonous; some contrast is necessary for interest. Variety and versatility are the key factors. Every year tables and chairs, sofas and armchairs appear in countless novel forms on the market in large mass productions or in the limited edition. They must comply with the taste of the average individual and obviously fulfil the practical function.

Every year new possibilities and ideas are discovered, even using traditional materials: recycled cardboard, aluminium, transparent net, wicker and cane, natural wood with new transparent plastic. The textile industry has developed marvelous new hi-tech fabrics that are also high-touch.

Part 2

When thinking of designing or decorating your home, furniture really makes a big statement. It is like a core of your room that can drive attention and functionality. Many homeowners want their house to be unique and at the same time, have a great interior that defines their personal style. Furniture has been long used for centuries and elevates the aesthetics of homes.

Choosing the right furniture would be a lot tricky as you may put things into consideration on what will feel more cozy and comfortable in our living space. Here are the basic types of furniture materials to choose from when you are planning to decorate and improve your home:

a. WOOD FURNITURE

Wood furniture is the most common and versatile type of material. It is dated back in the ancient times when people used a variety of trees and created it as a helpful resource. Wood furniture ranges from simple to a more luxurious touch depending on the quality of the wood. Some are even crafted

and created as a masterpiece. Woods like oak, mahogany, chestnut, cherry, cedar, maple, pine, redwood and others are used because of their durability, water-resistance and texture. They are ideal for making cabinets, closets, desks, chairs, and tables as they are both strong, beautiful and reliable to use.

b. PLASTIC FURNITURE

Plastic furniture as compared to wood or metal furniture is not costly and yet it is stylish and comfortable too. This type of furniture is gaining popularity in the market because it is lightweight and convenient to use as you can move it from place to place with ease. Plastic furniture is molded and manufactured with a variety of options and colours and you can choose from the variety of designs available to enhance the mood of your room. It is also water-resistant and eco-friendly and requires only a low maintenance.

c. METAL FURNITURE

Metal furniture is also a good choice because it is lightweight and resilient. With its flexibility, it can be formed on any shape without breaking. Usually, metal furniture is made from steel, aluminum, or wrought iron. It is long lasting and does not need much maintenance as it can be treated easily for rust and heat resistance. Metal furniture is very appropriate for tables and chairs as they can be good for sitting and leaning.

d. LEATHER FURNITURE

If you can afford high-budget furniture, you can take leather furniture. It is expensive yet has a classic look that will elevate itself from other materials. With its comfortable and luxurious touch, it is often used for chairs, sofas, and couches. Leather is more durable than fabric and provides you a warm sitting. Leather can be costly, but its strengths is undeniable as it gets better with age and still remains attractive.

e. GLASS FURNITURE

Glass furniture pieces are finding their way into the mainstream of contemporary furniture. It's a unique material because it can be bent and curved into shapes that other materials may not be able to make. Depending on the process, it can be made structurally durable. Glass furniture is often admired for its beauty and minimalism.

When choosing a material for your furniture, it's important to think about the long-term benefits. If you buy cheap, fragile furniture, you may find yourself having to buy new furniture sooner rather than later. But if you invest in high-quality, durable furniture, you can enjoy it for years to come.

Vocabulary exercises

1. Match the words from the text with their a) synonyms b) antonyms.

a) *words from the text*: integrate, smooth, core, common, enhance, bend.

<u>Synonyms</u>: center, curve, combine, conventional (everyday, frequent), increase (intensify), even.

b) ***words from the text***: smooth, movable, monotonous, luxurious, durable;
<u>Antonyms</u>: short-lived, simple, changing, rough, stable.

2. Match the words with their definitions.

Furnishings, in scale, variety, versatility, resilient, fragile, high-tech.

a) a number of different kinds or examples of the same thing;

b) adaptability, flexibility;

c) using styles and materials, such as steel, glass, and plastic, that are associated with industrial use;

d) able to recoil or spring back into shape after bending, stretching, or being compressed;

e) in proportion to the surroundings;

f) items of furniture;

g) easily broken or damaged.

3. In pairs, make up lists of:

a) items of furniture

b) materials used in furniture production

c) characteristics of furniture

4. Supply the missing prepositions.

1. Modular forms have a distinct relationship (to, with, in, from) contemporary design in furniture.

2. This room is completely cut off (to, with, in, from) busy everyday life.

3. Each item of furniture contributes (to, with, in, from) the general impression.

4. Furniture should be (to, with, in, from) scale with the room.

5. Colour is employed to bring areas (into, onto, with, from) balance.

6. He promised to comply fully (to, with, in, from) the client's requests.

7. Plastic furniture can't be compared (to, with, in, from) metal furniture.

8. Metal furniture is very appropriate (to, with, in, for) tables and chairs.

9. The beauty of any room depends (to, with, on, from) the interrelationship of all the components.

6. Look through part 1 of the text and give the English equivalents of the following.

Внешние и внутренние черты, современное здание, широкий выбор, свободная поверхность стены, использовать с осторожностью, быть

пропорциональным комнате, картины и украшения, разнообразие и универсальность, прозрачный пластик.

7. Look through part 2 of the text, give the Russian equivalents of the following words and use them in sentences of your own.

To make a big statement, a core of the room, to elevate the aesthetics, to craft as a masterpiece, to gain popularity, to enhance the mood, to require a low maintenance, comfortable and luxurious touch, to find the way into the mainstream, long-term benefits.

Grammar exercises

1. Choose the correct form of the word.

1. Every year new materials (discover, discovers, are discovered, is discovered).

2. Every year designers (invent, invents, are invented, is invented) new possibilities and ideas.

3. Wood furniture (used, was used, has been used, have been used) for centuries.

4. People (use, used, have been using, have been used) wood furniture for hundreds of years.

5. Plastic furniture (manufactures, is manufactured, has manufactured, was manufactured) with a great variety of colours and forms.

6. They (produced, produce, are produced, have been produced) plastic furniture, which is water-resistant and eco-friendly.

2. Put questions to the following sentences / to the words in bold.

1. The **modular** forms have a distinct relationship to contemporary design in furniture.

2. The modular forms have a distinct relationship **to contemporary design in furniture**.

3. A **large** room can take more massive items of furniture.

4. A small room should have **small-scaled** pieces of furniture.

5. **Furniture** elevates the aesthetics of homes.

6. Furniture elevates **the aesthetics of homes**.

3. Make up the tag-questions:

1. Designers create new types of furniture and new furnishing concepts, …?

2. The beauty of a home will depend on how well the principles of design are applied, …?

3. The beauty of any room depends upon the interrelationship of all the components, …?

4. Often colour can be employed to bring areas into balance, …?

5. Nowadays there is a great desire for relaxation and calm, …?

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 following questions:

1. What does a well-designed house integrate?
2. Why are modern bedrooms slowly being transformed?
3. What do people who prefer a more movable way of life want to have?
4. What factors does the beauty of any room depend on?
5. How many dominant centers can a large room have?
6. What traditional materials used in furniture production do you know?
7. Why is plastic furniture gaining popularity nowadays?
8. What are the main characteristics of metal furniture?
9. Why does leather furniture elevate itself from other materials?
10. Why is glass unique as a material?
11. What will you personally think about when choosing a material for your furniture?

3. Say whether the following sentences are true or false. If the statement is false, change it to make it true.

1. A small room appears to the best advantage when it has a lot of small-scaled pieces of furniture.
2. Only colour can bring areas into balance.
3. Every year new possibilities of traditional materials are discovered.
4. Wood furniture can be a masterpiece.
5. Fabric is more durable than leather.
6. Glass is not a durable material.
7. High-quality furniture is worth investing.

4. Work in pairs and discuss the following issues focusing on the furniture design:

1. The role of furniture in designing your living space.
3. Materials used in furniture design, their advantages.

UNIT 12. FASHION DESIGN

Vocabulary

built-in obsolescence – ограниченный срок жизни
haute couture – высокая мода
made-to-measure – сделанный по мерке, по индивидуальному заказу
ready-to-wear (= ready-made) – готовое изделие
sew (sewed, sewn) – шить, пришивать
garment – предмет одежды
catch on – войти в моду; завоевать популярность; привиться
high-end – высококлассный; дорогой, дорогостоящий

merchandise – товары
keep an eye on – следить; присматривать
come up with – находить решение; предлагать (идею, план); придумывать
continuity – преемственность; непрерывность
toile – вуаль
calico – хлопчатобумажная ткань; ситец
pattern maker – закройщик
painstaking – старательный, усердный; кропотливый, тщательный

TEXT

Fashion design is the applied art dedicated to the design of clothing and lifestyle accessories created within the cultural and social influences of a specific time. Fashion design differs from costume design due to its core product having a built-in obsolescence usually of one or two seasons. A season is defined as either autumn/winter or spring/summer.

Part I

Types of Fashion

There are three main categories of fashion design, although these may be split up into additional, more specific categories:

Haute couture

The type of fashion design which predominated until the 1950s was "made-to-measure" or haute couture (French for high needle work). The term made-to-measure may be used for any garment that is created for a specific client. Haute couture, however, is a protected term which can only be officially used by companies that meet certain well-defined standards set by the Chambre Syndicale de la Couture. Nonetheless, many ready-to-wear, and even mass-market labels, claim to produce haute-couture, when in fact, according to established standards, they do not. A couture garment is made to order for an individual customer, and is usually made from high-quality, expensive fabric,

sewn with extreme attention to detail and finish, often using time-consuming, hand-executed techniques. Look and fit take priority over the cost of materials and the time it takes to make.

Ready-to-wear

Ready-to-wear clothes are a cross between haute-couture and mass-market. They are not made for individual customers, but great care is taken in the choice and cut of the fabric. Clothes are made in small quantities to guarantee exclusivity, so they are rather expensive. Ready-to-wear collections are usually presented by fashion houses each season during a period known as Fashion Week. This takes place on a city-wide basis and occurs twice per year.

Mass market

These days the fashion industry relies more on mass market sales. The mass market caters for a wide range of customers, producing ready-to-wear clothes in large quantities and standard sizes. Cheap materials, creatively used, produce affordable fashion. Mass market designers generally adapt the trends set by the famous names in fashion. They often wait around a season to make sure a style is going to catch on before producing their own versions of the original look. In order to save money and time, they use cheaper fabrics and simpler production techniques which can easily be done by machine. The end product can therefore be sold much more cheaply. Increasingly, many modern high-end designers are now beginning to turn to mass market retailers to produce lower-priced merchandise, and to broaden their customer base.

Part II

Designing a collection

Planning a collection. Every collection is very carefully researched and planned so that all the items in it complement each other, and have the particular fashion look which the company is known for.

Predicting trends. One of the hardest skills a fashion designer has to master is predicting future trends. To do this, they look at what the fashion directions have been in previous seasons, keep an eye on what others in the fashion business are doing, and read fashion forecasting magazines. They also rely on knowledge of their own customers to see which styles succeeded and which were less popular in past seasons. Perhaps most importantly, designers use their imaginations to come up with new ideas. They often choose a theme to provide inspiration.

Choosing a theme. The theme of a collection can be a period in history, a foreign place, a range of colours, a type of fabric – anything which has a strong visual impact.

Designing a garment

The design. Different designers work in different ways. Some sketch their ideas on paper, others drape fabric on a dress stand, pinning, folding and tucking it until the idea for a garment emerges. A third method is to adapt their own patterns from previous seasons (this method can give continuity to a fashion studio's output).

Making a toile or muslin. After making a rough paper pattern, or life-size 2-D plan, of the garment, a sample machinist (or skilled sewing machine operator) then makes a trial version of the garment from plain-coloured calico. The toile (called muslin in the USA) is put on to a dress stand (or a model) to see how it fits and whether it hangs properly.

Making a card pattern. When the designer is completely satisfied with the fit of the toile, they show it to a professional pattern maker who then makes the finished, working version of the pattern out of card. The pattern maker's job is very precise and painstaking. The fit of the finished garment depends on their accuracy.

The finished dress. Finally, a sample garment is made up in the proper fabric.

Areas of fashion design

Many professional fashion designers start off by specializing in a particular area of fashion. The smaller and the more specific the market, the more likely is a company to get the right look and feel to their clothes. It is also easier to establish oneself in the fashion industry if a company is known for one type of product, rather than several products. Once a fashion company becomes established (that is, has regular buyers and is well-known by both trade and the public), it may decide to expand into a new area. If the firm has made a name for the clothes it already produces, this helps to sell the new line. It is usually safest for a company to expand into an area similar to the one it already knows. For example, a designer of women's sportswear might expand into men's sportswear. The areas where fashion designers can specialize in are: women's day wear, women's evening wear, women's lingerie, men's day wear, men's evening wear, boys' wear, girls' wear, teenage wear, sportswear, knitwear, outwear, bridal wear and accessories.

Vocabulary exercises

1. Match the words from the text with their synonyms.

***Words from the text*:** store, painstaking, clothes, toile, high-end, client, predict, fabric, ready-made, pattern, come up, expand, established.

Synonyms: diligent, develop, shop, customer, the most expensive, muslin, design, forecast, cloth, off-the-peg, garments, well-known, invent.

2. Match the words with their definitions.

Continuity, haute couture, season, mass market, fashion week, collection, pattern, fashion.

a) new clothes designed for the next season;

b) a repeated decorative design;

c) the period during each year when a particular activity or event takes place;

d) a connection or line of development with no sharp breaks;

e) the event, where fashion designers, brands or "houses" display their latest collections;

f) the large numbers of people who want to buy a particular product;

g) a style of clothing or a way of behaving that is popular at a particular time;

h) expensive, fashionable clothes produced by leading fashion houses.

3. Match the words from columns A and B so as to make compound words. To what parts of speech do they belong? Make up your own compound words by analogy.

A) high-, time-, hand-, well-, high-, life-, plain- | B) executed, quality, defined, coloured, size, end, consuming

4. Supply the missing prepositions.

1. The effort and resources dedicated (in, on, to, for) this project should not be wasted.

2. All mass-market labels should be produced according (in, on, to, for) established standards.

3. The search for a new vaccine will take priority (in, over, for, above) all other medical research.

4. This fashion company caters (from, for, on, in) teenagers all over the world.

5. Fashion designers keep an eye (in, on, to, for) what their competitors are doing.

6. Production strategies should rely (in, on, to, for) painstaking market research.

7. I've come up (for, with, into, over) an excellent idea.

8. This mass-market producer is going to expand (for, with, into, over) such areas as South and Latin America.

9. Are you fully satisfied (for, with, into, over) the quality of your sportswear?

10. She is going to specialize (in, on, to, for) bridal fashion.

5. Use a dictionary to complete the chart.

verb	noun	adjective	adverb
dedicate			
influence			
		additional	
		specific	
increase			
		individual	
succeed			

6. Look through part 1 of the text and give the English equivalents of the following.

Высокая мода, сделанный по индивидуальному заказу, одежда от кутюр, четко соответствовать установленным стандартам, внешний вид и посадка, гарантировать эксклюзивность, дом моды, широкий круг потребителей, оригинал/первоначальный вид, расширять клиентскую базу.

7. Look through part 2 of the text, give the Russian equivalents of the following words and use them in sentences of your own.

Fashion look, fashion forecasting magazines, to come up with new ideas, to sketch an idea, a trial version, the fit of the finished garment, the right look and feel to the clothes, to expand into a new area, lingerie, bridal wear.

Grammar exercises

1. Choose the correct form of the word.

1. A couture garment (makes, made, is made, was made) to order from high-quality, expensive fabric with extreme attention to detail and finish.

2. Ready-to-wear clothes (makes, made, is made, are made) in small quantities to guarantee exclusivity, so they are rather expensive.

3. The mass market (caters, cater, is catered, are catered) for a wide range of customers, producing ready-to-wear clothes in large quantities and standard sizes.

4. Nowadays more and more modern high-end designers (begin, began, are beginning, have begun) to turn to mass market.

5. Every collection (researches and plans, is researched and planned, has researched and planned, has been researched and planned) very carefully.

6. Fashion designers often (choose, chose, have chosen, are choosing) a theme to provide inspiration.

7. A sewing machine operator (makes, is making, has made, is made) a trial version of the garment from plain-coloured calico.

8. The firm (makes, is making, has made, was made) a name for the bridal wear it produces.

2. Put questions to the following sentences / to the words in bold.

1. **Haute couture** fashion design predominated until the 1950s.

2. Haute couture fashion design predominated **until the 1950s**.

3. A couture garment is made **to order** for an individual customer from high-quality, expensive fabric.

4. A couture garment is made to order for an individual customer **from high-quality, expensive fabric.**

5. These days the fashion industry relies on **mass market sales**.

6. The toile is put on to a dress stand to see **how it fits and whether it hangs properly**.

7. Many professional fashion designers start off **by specializing in a particular area of fashion**.

8. **Once a fashion company becomes established**, it may decide to expand into a new area.

3. Make the following sentences negative:

1. Fashion design differs from costume design

2. A couture garment is made using time-consuming, hand-executed techniques.

3. A fashion designer has to master the skill of predicting future trends.

4. The theme of a collection can be anything which has a strong visual impact.

5. This fashion company has made its name for women's lingerie.

6. The fit of the finished garment depends on the accuracy of a pattern maker.

7. A designer of women's day wear might expand into women's evening wear.

<div align="center">

Reading Comprehension

</div>

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 following questions:

1. What is fashion design?
2. What are three main types of fashion design?
3. What is the difference between made-to-measure and ready-to-wear clothes?
4. What market segment does fashion industry rely on these days?
5. How can designers make clothes more affordable to a wide range of customers?
6. What are the main steps of designing a collection?
7. What can become a theme of a new collection?
8. What are the main areas of fashion design?
9. Would you like to work in fashion design? Why?

3. Say whether the following sentences are true or false. If the statement is false, change it to make it true.

1. There are three main types of fashion design, which can be split up into additional, more specific categories.
2. "Haute couture" term can be used by any registered company.
3. The cost of materials takes priority over look and fit of a couture garment.
4. Mass-market clothes are a cross between haute-couture and ready-to-wear clothes.
5. A lot of modern high-end designers are now turning to mass market retailers to produce lower-priced merchandise.
6. Planning a new collection needs very careful planning and research.
7. Designers do not rely on knowledge and opinion of their own customers.
8. When designing a new product all designers follow the same pattern of work.
9. The fit of the finished garment depends on the accuracy of a pattern maker.
10. A designer usually specializes in one area of fashion.

4. Work in pairs and discuss the following issues focusing on the fashion design:

1. Types of fashion.
2. Areas of fashion design.
3. Designing a new collection.
4. Designing a new garment.

UNIT 13. GARDEN DESIGN

garden design – садовый дизайн
horticulture – садоводство
design the garden layout –
проектировать развивку сада
**an increasing interest in
landscape design** – возрастающий
интерес к ландшафтному дизайну
expand into – увеличиться,
вырасти во что-то
landscaping trends – тенденции
ландшафтного дизайна
an integral part – неотъемлемая
часть
house's exterior – внешний вид
дома
breathtaking – захватывающий
condition the soil – улучшать
состояние почвы

use hedges – использовать живые
изгороди
provide shelter from the winds –
обеспечить защиту от ветра
alternative surfacing –
альтернативная отделка
поверхности
paving elements – элементы
мощения
foster rampant growth of plants –
способствовать бурному росту
растений
provide plant habitat –
обеспечивать среду обитания для
растений
durable – долговечный; прочный

TEXT

What is garden design?

Garden design is the art and process of designing the layout and planting of domestic gardens and landscapes. Garden owners showed an increasing interest in garden design during the late twentieth century and there was also a significant expansion in the use of professional garden designers. Most people show the tendency to have their gardens designed by professionals. Professional garden designers usually are trained in both design and in horticulture, and have an expert knowledge and experience of using plants.

Where does gardening tradition come from?

Though cultivation of plants for food long predates history, the earliest evidence for ornamental gardens is seen in Egyptian tomb paintings of the l500s BC; they depict lotus ponds surrounded by rows of acacias and palms. The other ancient gardening tradition is of Persia: Darius the Great was said to have had a "paradise garden" and the Hanging Gardens of Babylon were renowned as a Wonder of the World. The most influential ancient gardens in the western world were the Ptolemy's gardens at Alexandria and the gardening tradition brought to Rome by Lucullus.

In the 18th century English landscape gardens opened a new perspective. The 19th century saw a welter of historical revivals and Romantic cottage-

inspired gardening, as well as the rise of flower gardens, which became dominant in home gardening in the 20th century. The 20th century gardening expanded into city planning.

Modern Garden&Landscape Design Trends

Nowadays garden and landscape design trends do not promise anything sensational or extravagant, but they suggest natural harmony, aesthetics, and comfortable modern technologies. The landscaping trends allow us to turn the landscape into a stronghold of beauty, comfort, and serenity.

Naturalness

Today, designers are categorically against enclosing nature in any rigid framework. They suggest considering the site as a piece of a favorite landscape, which was created naturally and seemed to be transferred from the forest edge or alpine foothills.

Fruit, vegetables and flowers together

The combination of decorative and useful crops has been known for an incredibly long time. Even in Persia, flowering shrubs and fruit trees were grown on the same territory, in India – fruits, vegetables, and spices, and in monastery gardens – fruits, flowers, and medicinal herbs. Today this tradition is relevant again.

Water bodies as a source of relaxation

One can hardly disagree that today's world is a stressful place. That's why creating conditions for relaxation on our site becomes an absolute must. Splashing water and unobtrusive vibrations of the water surface have a proven therapeutic effect and give the landscape a unique aesthetics.

Technical progress and its effect on Garden Design

Today, manufacturers of special equipment for the landscape industry offer many solutions that relate not only to simplifying the care of the territory, but also to the comfortable stay of the owners and guests on it. For instance: heated lawns, light-dynamic systems, mobile and functional garden furniture, fogging systems, smart garden management systems, etc.

Vertical gardening is gaining popularity

Talking about vertical gardening, we mean not only hedges but also not so much large-scale and yet interesting options such as: the weaving of a climbing plant along vertical surfaces (walls, roofs, etc.); the creation of green screens; hanging pots with plants on the wall in several tiers.

Designing a garden

A beautiful garden can be the most breathtaking feature of any property. However, before you invest precious time and money in developing a garden either by yourself or with the help of professional garden designers, it is best to do some careful research and planning.

Selecting a Location

The main issue when constructing a garden is where to make it. Many of the great gardens in the history and today often include: a location that is topographically significant, a suitable microclimate for plants, a well-designed connection to water, and rich soil.

Elements of Garden Design

A good garden design, which is well-planed and constructed, can boost up the value of the garden even more than just its location.

1. Conditioning the Ground (soil). First, excavated subsoil and topsoil carefully need to be replaced; then, the soil should be created thoroughly so it can be crumbly by digging it. Also, conditioning the soil thoroughly before planting enables the plants to establish themselves quickly and so play their part in the design. Since many native plants prefer an impoverished soil, and the closer to their natural habitat they are in the garden, the better, a poor soil is better than a rich soil that has been artificially enriched.

2. Boundaries. The look of the garden can be influenced strongly by the boundary impinges. Planting can be used to modify the boundary line or a line between an area of rough grass and smooth, depending on the size of the plot. Introducing internal boundaries, perhaps in the form of hedges or group of shrubs, can help break up a garden.

Hedges. The hedges are rows of bushes growing closer together, often used to divide sections of the garden. However, since they use the moisture and nutrient from the garden soil to grow as well as other plants, they may not be a good choice and may bring a negative effect to the other plants.

Walls. Walls made up of various materials can be built between regions. There are broadly three types of walling material: stone, either random or coursed, brick, and concrete in its various forms. You should determine what color, size, and texture will be most appropriate for the garden before actually building the wall.

Fencing. If the walls are too solid for the region of the garden, fencing can offer an alternative solution. There are several numbers of fence types that can be used for a garden: animal-proof fence for country situations, peep-proof fences for the suburbs, and urban fences that provide shelter from the winds in exposed roof-top gardens and create internal barriers in exposed roof-top gardens and create internal barriers.

3. Alternative Surfacing. Usually, a smooth expanse of lawn is often considered essential to a garden. However, a textured surface made up of loose gravel, small pebbles, or wood chips is much more satisfactory visually than a smooth surface. When choosing a type of alternative surfacing, it's better to think of the effect you would like to provide. For example, creating a

relaxed feel to a garden is often done by loose surfacing made up of bark chips, pebbles, gravels; also, the various textures, shapes, sizes, colors, and materials of many different paving elements can contribute to making a garden plan pattern and texture, if they are mixed successfully.

4. Water. Water plays a very important role in the garden since wet conditions foster rampant growth of the plants. Whether you plan to water by hand or employ an irrigation system, you need to be sure you can regularly and effectively water your garden. Water spigots and pipes throughout the garden are helpful in providing a wide range of wild life and plant habitats. In order to avoid the water pipes from freezing in cold weathers they must be placed below the frost line.

5. Garden Furniture. Garden furniture, also called patio furniture or outdoor furniture, is a type of furniture specifically designed for outdoor use. It is typically made of weather-resistant and more durable materials such as metal, for instance, aluminium which is rust-proof. Also, more creative sources like plastic can be used. Still, the wood is the most common material to make the garden furniture. So, as we can see, the garden furniture is available in a range of materials, and it may be more creative than without furniture and by making use of it. Furniture items are the link between outdoor living and the landscape – and therefore, it is necessary to pay attention to options that can organically fit into the environment. No matter how much time, effort, and expense you spend on your outdoor living room if your furniture is uncomfortable. Most important of all, the features you put into your outdoor spaces must be functional, meaning that you and your guests must be able to enjoy the outdoors in style with ease and comfort.

6. Lighting. Since most plants require direct light for their growth, lighting is an important factor to consider when designing a garden. Light regulates three major plant processes: photosynthesis, phototropism, and photoperiodism. In most cases, various types of lighting techniques may be classified and defined by heights: safety lighting, uplighting, and downlighting. Safety lighting is the most practical application. However, it is more important to determine the type of lamps and fittings needed to create the desired effects.

Vocabulary exercises

1. Match the words from the text with their a) synonyms b) antonyms.

a) ***words from the text***: layout, ornamental (garden), establish, moisture, foster, determine.

<u>Synonyms</u>: decorative, settle, stimulate, wetness, define, arrangement.

b) *words from the text*: artificial, impoverished, smooth, durable, crumbly, rampant.

Antonyms: enriched, fragile, solid, rough, moderate, natural.

2. Match the words with their definitions.

Landscape, soil, hedge, horticulture, gravel, surface, chip.

a) a row of bushes or small trees planted close together and forming a boundary;

b) the top or outside part of something;

c) the upper layer of earth in which plants, trees, etc. grow;

d) a section or expanse of rural scenery, usually extensive, that can be seen from a single viewpoint;

e) a small, slender piece, as of wood, separated by chopping, cutting, or breaking;

f) small stones and pebbles, or a mixture of these with sand;

g) the art, study or practice of growing flowers, fruit and vegetables.

3. Match the words from columns A and B so as to make collocations.

a) hard, alternative, creative, coursed, relaxed;

b) feel, landscapes, surfacing, sources, stone.

4. Fill in the gaps with the suitable prepositions.

1. His work has contributed enormously (at, to, in, on) understanding of this difficult subject.

2. A well-planned design of a garden can boost (up, down, at, on) the garden's value.

3. Conditioning the soil thoroughly before planting enables the plants (at, to, on, in) establish themselves quickly and so play their part (in, on, at, to) the design.

4. The hedges should be chosen thoroughly as they may bring a negative effect (at, to, in, on) the other plants.

5. Her latest documentary is primarily concerned (about, in, with, on) environmental issues.

6. The 20th century gardening expanded (to, at, into, up) city planting.

5. Use a dictionary to complete the chart.

verb	noun	adjective	Participle II
condition			
choose			
create			
design			

determine			
develop			

6. Look through the text and give the English equivalents of the following

Домашний сад, подпочвенный грунт, альтернативный вариант, использовать (используя), прямое освещение.

7. Look through the text, give the Russian equivalents of the following words and use them in sentences of your own.

Heated lawns, flower garden, topographically significant, to condition the soil, to bring a negative effect, solid walls, animal-proof fence, garden plan pattern and texture, safety lighting.

Grammar exercises

1. Choose the correct form of the word.

1. Professional garden designers usually (are trained, is trained, trained, train) in both design and horticulture.

2. Nowadays gardening traditions (expand, are expanding, expanded, will expand) into city planning.

3. Water spigots and pipes throughout the garden (is, are, have been, will) always helpful in providing a wide range of wild life and plant habitats since the time they were invented.

4. The layout of your garden (is, will be, has been, were) ready in two weeks.

5. The design of the "Garden of the 21st century" (have been, is, will be, has been) already finished.

2. Put questions to the following sentences / to the words in bold.

1. Garden owners showed **an increasing interest** in garden design during the late twentieth century.

2. The earliest evidence for ornamental gardens is seen **in Egyptian tomb paintings of the l500s BC**.

3. The hedges vary their colours throughout the seasons **dramatically.**

4. English landscape gardens opened a new perspective **in the 18th century**.

5. Most plants require **direct light** for their growth.

6. Today, **manufacturers** of special equipment for the landscape industry offer many solutions that relate not only to simplifying the care of the territory but also to the comfortable stay of the owners and guests on it.

3. Make the following sentences negative:

1. The most influential ancient gardens in the western world were the Ptolemy's gardens at Alexandria.

2. They use the moisture and nutrient from the garden soil to grow.

3. A location that is topographically significant has always been important thing for garden design.

4. We will need a professional garden designer in a meeting tomorrow.

5. In order to avoid the water pipes from freezing in cold weathers they must be placed below the frost line.

6. Nowadays safety lighting is becoming more and more popular.

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 following questions:

1. What is garden design?

2. What are the main garden and layout design trends nowadays? Which one do you personally consider the most helpful and beneficial?

3. What should we take into account selecting garden's location?

4. Why is the use of hedges as garden boundaries not always a good idea?

5. What are the main fence types?

6. Which three main types of walling material can you name?

7. What materials can be used for surfacing?

8. What material is the most common, more durable, more creative to make the garden furniture of?

9. Is lighting an important factor to consider when designing a garden? Why?

3. Say whether the following sentences are true or false. If the statement is false, change it to make it true.

1. Garden owners showed an increasing interest in garden design during the late nineteenth century.

2. Today, designers are categorically against enclosing nature in any rigid framework.

3. The main issue when constructing a garden is where to make it.

4. A poor soil is worse than a rich soil that has been artificially enriched.

5. It doesn't really matter, if your garden furniture is uncomfortable.

6. Downlighting is the most practical application.

4. Think for some time about the garden of your dreams. Using the ideas from the text make your plan and describe it to your partner.

UNIT 14. ECO-DESIGN

Vocabulary

consumption of natural resources – потребление природных ресурсов

principles of eco-design – принципы эко-дизайна

energy efficiency – энергоэффективность, энергосбережение

work in harmony with the natural features – работать в гармонии с природными особенностями

non-renewable resources – невозобновляемые ресурсы

building (construction) site – строительная площадка

take advantage of – воспользоваться преимуществом

make room for – освободить место для (чего-либо)

decrease dependence on artificial light sources – уменьшать зависимость от искусственных источников света

well-insulated – хорошо изолированный

reduce energy loss – уменьшить потери энергии

fiberglass – стекловолокно

insulation material – изоляционный материал

reclaimed materials – утилизованные (восстанавливаемые) материалы

consumption of new goods – потребление новых товаров

go to landfills – отправиться на свалки

collect rainwater – собирать дождевую воду

reduce the impact on sth – уменьшить воздействие на (что-либо)

longer-lasting materials – долговечные материалы

sustainable products – экологически чистые продукты

TEXT

The world population is growing and human consumption of natural resources has doubled over the last 30 years. This means that it's high time for people to change "buy, use, throw away" way of treating things. This has led to the emergence of eco-design, a production perspective that consists of integrating environmental protection criteria into every phase: from conception to development, from transport to recycling. Raw materials and natural resources are finite and, if we are not careful when it comes to using them, they will run out.

What is Green Design?

Green design is the catch-all term for a growing industry trend within the fields of architecture, construction, and interior design. Also referred to as "sustainable design" or "eco-design", the broad principles of green design are fairly simple: choose energy efficiency wherever possible; work in harmony with the natural features and resources surrounding the project site; use materials that are sustainably grown or recycled rather than new materials from non-renewable resources.

Building materials

Building materials may be sought within a 500-mile radius of the building site to minimize the use of fuel for transportation. The building itself may be oriented a particular direction to take advantage of naturally occurring features such as wind direction and angle of the sun. When possible, building materials may be gleaned from the site itself; for example, if a new structure is being constructed in a wooded area, wood from the trees which were cut to make room for the building would be re-used as part of the building itself. Taking advantage of available natural light reduces dependence on artificial (energy-using) light sources. Well-insulated windows, doors, and walls help reduce energy loss, thereby reducing energy usage.

Low-impact building materials are used wherever feasible: for example, insulation may be made from low VOC (volatile organic compound)-emitting materials such as recycled denim, rather than the fiberglass insulation which is dangerous to breathe. To discourage insect damage, the insulation may be treated with boric acid. Organic or milk-based paints may be used.

Reclaimed materials

Architectural salvage and reclaimed materials are used when appropriate as well. When older buildings are demolished, frequently any good wood is reclaimed, renewed, and sold as flooring. Many other parts are reused as well, such as doors, windows, mantels, and hardware, thus reducing the consumption of new goods. When new materials are employed, green designers look for materials that are rapidly replenished, such as bamboo, which can be harvested for commercial use after only 6 years of growth, or cork oak, in which only the outer bark is removed for use, thus preserving the tree.

Reduction of waste

Good green design also reduces waste of both energy and material. During construction phase, the goal is to reduce the amount of material going to landfills. Astutely designed buildings also help reduce the amount of waste generated by the occupants as well, by providing onsite solutions such as compost bins to reduce matter going to landfills.

Water use

To reduce the impact on wells or water treatments plants, several options exist. "Greywater", wastewater from sources such as dishwashing or washing machines, can be used to flush toilets, water lawns, and wash cars. Rainwater collectors are used for similar purposes, and some homes use specially designed rainwater collectors to gather rainwater for all water use, including drinking water.

The benefits of Eco-Design

So, here are the following benefits of Eco-design: Eco-design products are more diverse and they are manufactured with longer-lasting materials; companies benefit from innovation and become more committed to the environment; consumers' needs are met with more attractive products that satisfy an increasingly demanding public; they consume less energy during transport for lower CO: emissions; sustainable products have added value that gives them an edge over competitors.

Vocabulary exercises

1. Match the words from the text with their a) synonyms b) antonyms.

a) *words from the text:* run out, trend, growing, thereby, reduce, waste.
Synonyms: thus, decrease, misuse; be over, finish; developing, tendency.
b) *words from the text:* protection, interior, finite, advantage, discourage.
Antonyms: endless, destruction, disadvantage, encourage, exterior.

2. Match the words with their definitions.

Energy, organic, minimize, recycle, emit, glean, salvage.
a) to reduce to the smallest possible amount or degree;
b) to put used paper, glass, plastic, etc through a process so that it can be used again;
c) something that has been saved, for example, from a building that has been damaged;
d) not using artificial chemicals when keeping animals or growing plants for food;
e) to release gas, heat, light, etc into the air;
f) the power that comes from electricity, gas, etc;
g) to gather what is left.

3. Match the words from columns A and B so as to make collocations.

a) sustainable, non-renewable, organic, astutely, rainwater;
b) collectors, designed, resources, paints, design.

4. Supply the missing prepositions.

1. One of the principles of green design is work (on, at, in, with) harmony with the natural features and resources surrounding the project site.

2. The building itself may be oriented a particular direction to take advantage (on, at, in, of) naturally occurring features such as wind direction and angle (at, of, to, on) the sun.

3. It's high time (to, at, from, for) people to change "buy, use, throw away" way of treating things.

4. When new materials are employed, green designers look (on, into, after, for) materials that are rapidly replenished.

5. We need to reduce the impact (at, to, on, in) water treatments plants.

6. Companies benefit (from, with, to, at) innovation and become more committed to the environment.

5. Use a dictionary to complete the chart.

verb	noun	adjective	Participle II
damage			
depend			
refer			
transport			
collect			
treat			

6. Look through parts 1 and 2 of the text and give the English equivalents of the following.

Эко-дизайн, дизайн интерьера, строительная площадка, воспользоваться преимуществом, направление ветра, рубить деревья, сократить потерю энергии, дышать, сносить старые здания, потребление.

7. Look through parts 4 and 5 of the text, give the Russian equivalents of the following words and use them in sentences of your own.

To flush toilets, to water lawns, to gather rainwater, natural light, to discourage insect damage, harvested for commercial use, rapidly replenished, fiberglass, drinking water.

Grammar exercises

1. Choose the correct form of the word.

1. Good green design also (reduce, reduced, reduces, will reduce) waste of both energy and material.

2. The world population (grows, grow, is growing, are growing) what effects the nature and its resources.

3. There are already almost 8 billion people in the world, what (have, led, leads, will lead, has led) to the emergence of eco-design.

4. Raw materials and natural resources (are, will, is, am) finite.

5. If we are not careful when it comes to using natural resources, they (will run, run, have run, is running) out.

6. We (water, watered, were watering, have watered) lawns and (washed, were washing, have washed, wash) cars with "greywater" last year.

2. Put questions to the following sentences / to the words in bold.

1. Human consumption of natural resources has doubled **over the last 30 years**.

2. **Eco-design**, a production perspective that consists of integrating environmental protection criteria into every phase: from conception to development, from transport to recycling.

3. **Astutely** designed buildings also help reduce the amount of waste generated by the occupants.

4. **To discourage** insect damage, the insulation may be treated with boric acid

5. **Consumers' needs** are met with more attractive products that satisfy an increasingly demanding public.

6. When new materials are employed, **green designers** look for materials that are rapidly replenished.

3. Make the following sentences negative:

1. The world population is growing.

2. When possible, building materials may be gleaned from the site itself.

3. Green design is the catch-all term for a growing industry trend within the fields of architecture, construction, and interior design.

4. Any good wood is reclaimed, renewed, and sold as flooring after demolishing older buildings.

5. Natural resources are finite and will run out in near future.

6. Our company consumed less energy during transport in 2019.

<div align="center">

Reading Comprehension

</div>

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 following questions:

1. Has human consumption of natural resources changed over the last 30 years?

2. What led to the emergence of eco-design?
3. What is green design? Name its principles.
4. What can be done to minimize the use of fuel for transportation?
5. What can help to reduce energy loss in a building?
6. What are the benefits of eco-design? Do you consider yourself an "eco-friendly" person?

3. Say whether the following sentences are true or false. If the statement is false, change it to make it true.

1. Green design is the term for a growing industry trend within the fields of constructions, architecture, and painting.
2. The principles of green design are very complicated.
3. Taking advantage of available natural light reduces dependence on artificial light sources.
4. When new materials are employed, green designers look for materials that are slowly replenished.
5. Rainwater collectors are designer to gather rainwater for all water use.
6. Eco-design products are more unvaried and are manufactured with short lived materials.

4. Work in pairs and surf the Internet for the examples of Eco-design.

For example, toothbrushes made out of bamboo (they are biodegradable and made from a tree that grows at an incredibly fast speed).

UNIT 15. GRAPHIC DESIGN

TEXT

1. *What is Graphic design?*

Graphic design is the art, profession and academic discipline whose activity consists in projecting visual communications intended to transmit specific messages to social groups, with specific objectives. Graphic design uses visual and textual elements such as typography, photography, iconography, and illustration to communicate ideas or messages, which therefore influence our perceptions. It aims to help the producer connect with the target consumer through these visual and textual cues. Graphic design relies on principles gleaned from decades of psychological and social research. The various techniques that designers employ, such as using specific colour palettes to elicit predictable emotional responses, are part of the science of design. Graphic design serves two important functions: creating aesthetics that maximize usability and creating visuals that shape users' emotions.

2. *History of Graphic design.*

Graphic design is not just a beautiful visual representation, but a science in its own right, with its own philosophy and history.

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.

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.

Frank Mason Robinson created the classic Coca Cola logotype, which is the example of a quite successful logo, in 1885. But, still the actual term "graphic design" appeared only in 1922 and was coined by the type designer, illustrator, and book designer William Addison Dwiggins.

During the 20th century, graphic design was influenced by new styles and technologies, which rapidly emerged at that time. 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 then came the digital revolution brought by computers.

With the dramatic expansion of the World Wide Web and the increasing popularity of CD-ROM technology, the computer has also become an exciting new place for design. Such traditional models as posters, magazine layout, and advertising got the potential for motion and interactivity – reactions to choices made by a visitor to the site.

An influential voice in the forefront of graphic design by and for the computer is John Maeda, a head of the Media Laboratory at the Massachusetts Institute of Technology. As the director of the Aesthetics and Computation Group there, Maeda works to bridge the gap between engineers and artists. According to his beliefs, artists interested in using the computer must master the language of the computer itself, which is programming. When you rely on off-the-shelf design software, as Maeda points out, you accept the limits of someone else's imagination. To solve this issue and help artists understand the basics of computer design, Maeda published "Design by Numbers". This is a book that introduces a simple programming language that he developed. The

book, Maeda says, is "an attempt to demystify the technology behind computer art, to show how simple it is, and that people can do it".

One of the examples of Maeda's own work is an interactive online calendar created for Shiseido, a Japanese cosmetics company.

3. Graphic designers and their work.

Graphic design may embrace a multitude of diverse design-related industries. As we have already found out, it encompasses services provided by professional artists, designers and image makers. It marries painter's art and analysis precision.

Graphic designers' – or **graphic artists'** – job is to plan, analyze, create visual solutions to communications problems. They are to 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. So, what do they do? Firstly, graphic designers develop the overall layout and production design of magazines, newspapers, journals, corporate reports, and other publications. Also they 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 business and government. Nowadays, 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.

Developing a new design consists of several steps. So, the first is:

• **to determine the needs of the client**, the message the design should portray, and its appeal to customers or users. Graphic designers need to consider different factors in planning and executing designs for the target audience, such as cognitive, cultural, physical, and social factors. The ways designers gather relevant information are different: 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.

• **to 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. To select the size and arrangement of the different elements on the page or screen is also a designer's job. 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. The completed design is presented by

designers to their clients or art or creative director for approval. Even when it comes to printing and publishing, 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.

- sometimes **to supervise assistants** who follow instructions to complete parts of the design process. Designers 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.

As for working conditions, graphic designers may be employed by large advertising, publishing, or design firms, where they generally work regular hours in well-lighted and comfortable settings. Designers in smaller design consulting firms and those who freelance generally work on a contract, or job, basis. They frequently adjust their workday to suit their clients' schedules and deadlines. Consultants and self-employed designers tend to work longer hours and in smaller, more congested, environments. Also, designers may work in their own offices or studios or in clients' offices.

All designers sometimes face frustration when their designs are rejected or when their work is not as creative as they wish. Graphic designers may work evenings or weekends to meet production schedules, especially in the printing and publishing industries where deadlines are shorter and more frequent.

What sort of knowledge do you need as a graphic designer?

1) Graphic designers must be familiar with computer graphics and design software. A bachelor's degree in graphic design is usually required. Beginning graphic designers usually need 1 to 3 years of working experience before they can advance to higher positions.

2) Graphic designers must keep up with new and updated computer graphics and design software, either on their own or through formal software training programs. Also, individuals with Web site design and animation experience will have the best opportunities.

3) Graphic designers must be creative and able to communicate their ideas visually, verbally, and in writing. They also must have an eye for details. Designers show employers these traits by putting together a portfolio. A good portfolio often is the deciding factor in getting a job.

4) Designers also need to be well read, open to new ideas and influences, and quick to react to changing trends.

As for character traits and skills that are highly advisable and important for working in graphic design, they are the following. Creativity, communication, and problem-solving skills are as important as a familiarity with computer

graphics and design software. We have already mentioned, that this job may be quite stressful, so, the abilities to work independently and under pressure are equally important traits. You need to be self-disciplined to start projects on your own, to budget your time, and to meet deadlines and production schedules.

Demand for graphic designers also will increase as advertising firms create print and Web marketing and promotional materials for a growing number of products and services. Growth in Internet advertising, in particular, is expected to increase the number of designers. But to find your own place and be competitive in this growing industry you need to combine all the above mentioned.

Vocabulary exercises

1. Match the words from the text with their a) synonyms b) antonyms.

a) *words from the text*: serve, consult, devote, suit, deadline, software.

Synonyms: dedicate, perform, target date or time, computer program, be acceptable to, ask advice

b) *words from the text*: excellent, emerge, bright, relevant, considerable, pressure, employ.

Antonyms: dark, unimportant, little, relaxation, dismiss, common, disappear.

2. Match the words with their definitions.

Coin, advertising, various, data, adjust, degree, generally.

a) several and different;

b) to change (something) so that it fits, corresponds, or conforms;

c) the activity of making products or services known about and persuading people to buy them;

d) a course of study at a college or university, or the qualification given to a student after he or she has completed his or her studies;

e) usually, or in most situations;

f) to invent a new word or expression, or to use one in a particular way for the first time;

g) information, especially facts or numbers, collected to be examined and considered and used to help with making decisions.

3. Match the words from columns A and B so as to make collocations.

a) new, digital, cognitive, distinctive, congested, changing;

b) environments, trends, revolution, logos, styles, factors.

4. Supply the missing prepositions.

1. Graphic design relies (at, in, to, on) principles gleaned from decades of psychological and social research.

2. The history of graphic design can serve as an excellent source (in, on, of, from) inspiration.

3. Egyptians wrote sales messages and designed wall posters (on, in, at, of) papyrus.

4. The term 'virtual reality' was coined (from, by, with, of) Jaron Lanier.

5. John Maeda is the head (from, of, to, at) the Media Laboratory at the Massachusetts Institute of Technology.

6. He works to bridge the gap (in, between, with, of) engineers and artists.

7. Developing a new design consists (with, of, on, from) several steps.

8. It's believed that the demand (from, with, of, for) graphic designers also will increase.

5. Use a dictionary to complete the chart.

verb	noun	adjective	Participle II
produce			
create			
consume			
expect			
arrange			
consider			
use			

6. Look through the text and give the English equivalents of the following.

Учебная (академическая) дисциплина, передавать определенные сообщения, поделиться идеями, целевой потребитель, почерпнуть из, вызывать предсказуемые эмоциональные реакции, источник вдохновения, быстро появиться (возникнуть), резкий рост (развитие), посетитель сайта.

7. Look through the text, give the Russian equivalents of the following words and use them in sentences of your own.

An influential voice, a head of, to be interested in, to master smth, to solve an issue, off-the-shelf design software, design-related industries, to get messages across, promotional displays, to identify the needs of consumers, to consult with smb.

<div align="center">

Grammar exercises

</div>

1. Choose the correct form of the word.

1. Art and technological developments (influence, influenced, influences, will influence) certain designers.

2. Politicians in Pompeii and ancient Arabia (create, created, have created, are creating) campaign displays.

3. The entire history of graphic design (are, is, am, be) way too long.

4. – Sorry, but we (has found, will find, have found, found) already a perfect graphic designer for our project.

5. Soft skills (are becoming, become, has become, became) more and more important for a person to get a good job.

6. Demand for graphic designers (will increase, increased, have increased, increase) in the nearest future.

7. Growth in Internet advertising (expected, is expected, are expected, has been expected) to increase the number of designers.

2. Put questions to the following sentences / to the words in bold.

1. The various techniques that **designers** employ are part of the science of design.

2. Advertising existed **in ancient times**.

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

4. Graphic designers also may assist the printers **by selecting the type of paper and ink for the publication**.

5. The actual term "graphic design" appeared only **in 1922**.

6. **The Bauhaus movement** embraced mass production and the new machine culture after World War I.

7. Graphic designers may work evenings or weekends **to meet production schedules**.

8. Beginning graphic designers usually need **1 to 3 years of working experience** to advance to higher positions.

3. Make the following sentences negative:

1. New styles and technologies emerged rapidly.

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

3. Graphic designers use specialized computer software packages.

4. Graphic designers 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 must be familiar with computer graphics and design software.

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

8. Working conditions and places of employment differ.

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 following 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. Did advertising exist in ancient times?
5. What is the first step in developing a new design?
6. What do graphic designers produce?
7. What factors do graphic designers consider?
8. How do designers gather relevant information?
9. Who do they present the completed design to?
10. Why do graphic designers use specialized computer software packages?
11. Who can graphic designers be employed by?
12. What skills are important for designers?

3. Say whether the following sentences are true or false. If the statement is false, change it to make it true.

1. Doctor Pemberton created the classic Coca Cola logotype.
2. Advertising existed in ancient times.
3. The term "graphic design" was coined by the type designer, illustrator, and book designer William Addison Dwiggins.
4. Graphic designers prepare sketches by hand only to illustrate their vision for the design.
5. Designers present the completed design to the constructor for approval.
6. Beginning graphic designers usually need 3 to 5 years of working experience before they can advance to higher positions.
7. Most graphic designers work in shopping malls and supermarkets.
8. Graphic designers may work evenings or weekends to meet production schedules.
9. All designers sometimes face frustration when their designs are too good.

10. For graphic designers creativity, communication, and problem-solving skills are as important as a familiarity with computer graphics and design software.

4. Work in pairs and discuss the following issues focusing on the graphic design:

1. Advertising in ancient times.

2. Specialized computer software packages that help designers to develop their designs.

3. The most effective ways to solve communications problems by graphic designers.

4. Skills that are important for designers.

UNIT 16. INTERIOR DESIGN

PART 1

Vocabulary

interior design – дизайн интерьера
multi-faceted – многогранный
achieve – достигать
enhance –усиливать
in response to – в ответ на
regulatory requirements – нормативные требования
environmental sustainability – экологическая устойчивость
fulfil one's goals – осуществлять цели
attune to – настраиваться на
ergonomic design – эргономичный дизайн

environmental design – экологический дизайн
emphasize – подчеркивать
energy-efficient – энергоэффективный, энергосберегающий
renewable resources – возобновляемые ресурсы
healthcare facilities – медицинское оборудование
lighting – освещение
noise absorption – шумопоглощение
deal with – иметь дело, работать с чем-либо

Interior design

Interior design is a multi-faceted profession in which creative and technical solutions are applied within a structure to achieve an interior environment. These solutions are functional, enhance the quality of life of the occupants, and are aesthetically attractive. Designs are created in response to and coordinated with the code and regulatory requirements, and encourage the principles of environmental sustainability. The interior design process follows

a systematic methodology, including research, analysis and integration of knowledge into the creative process, whereby the needs and resources of the client are satisfied to produce an interior space that fulfils the project goals. Interior designers plan the spaces of almost every type of building including: hotels, corporate spaces, schools, hospitals, private residences, shopping malls, restaurants, theatres, and airport terminals.

Today, interior designers must be attuned to architectural detailing including floor plans, home renovations, and construction codes. Some interior designers are architects as well. The specialty areas that involve interior designers are limited only by the imagination and are continually growing and changing. Two areas of design that are becoming increasingly popular are ergonomic design and environmental – or green – design. Ergonomic design involves designing work spaces and furniture that emphasize good posture and minimize muscle strain on the body. Green design involves selecting furniture and carpets that are free of chemicals and hypoallergetic and selecting construction materials that are energy-efficient or are made from renewable resources.

Although most interior designers do many kinds of projects, some specialize in one particular area of interior design. Some specialize in the type of building space, usually residential or commercial, while others specialize in a certain design element or type of client, such as healthcare facilities. The most common specialties of this kind are lighting, kitchen and bath, and closet designs. However, designers can specialize in almost any area of design, including acoustics and noise absorption, security, electronics, home theatres and home spas, and indoor gardens. Interior designers also deal with technical engineering issues and aesthetic design issues.

Vocabulary exercises

1. Use a dictionary to complete the table:

verb	noun	adjective	adverb
satisfy			
	imagination		
		functional	
			continually
	solution		

2. Match the word and its definition:

Environment, enhance, response, design, renewable, creative.

a) capable of being replaced by natural ecological cycles or sound management procedures;

b) a sketch or plan showing the main features of something to be done;

c) to increase the attractiveness of other qualities;

d) the natural surroundings or social conditions in which people live;

e) an answer or reply;

f) having or showing the power to produce original work.

Grammar exercises

1. Make up the tag-questions:

1. Green design involves selecting furniture and carpets, …?

2. Interior designers deal with technical engineering issues and aesthetic design issues, …?

3. Today interior designers must be attuned to architectural detailing, …?

4. The most common specialties of this kind are lighting, kitchen and bath, and closet designs,…?

5. Designs are created in response to and coordinated with code and regulatory requirements,…?

6. The interior design process follows a systematic and coordinated methodology, including research, analysis and integration of knowledge into the creative process, …?

2. Complete the sentences with the correct form of the verb: Active or Passive:

1. Designs (create) in response to and coordinated with the code and regulatory requirements.

2. Creative and technical solutions (apply) within a structure to achieve an interior environment.

3. Most interior designers (do) many kinds of projects.

4. The interior design process (follow) a systematic and coordinated methodology, including research, analysis and integration of knowledge into the creative process.

5. Ergonomic design (involve) designing work spaces and furniture that emphasize good posture and minimize muscle strain on the body.

6. Many designers (become) interior decorators, graphic designers, and computer graphics consultants.

Reading comprehension exercises

1. Read the text 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 following questions:

1. What kind of profession is interior design?
2. What does interior design process involve?
3. What areas of design are becoming increasingly popular?
4. What does ergonomic design include?
5. What is green design?
6. What areas can designers specialize in?

3. Work in pairs and discuss the following issues focusing on the interior design:

1. The advantages of interior design profession.
2. How can interior designers create positive changes in people's lives?
3. Private and public interior spaces.

PART 2

Active vocabulary

budgeting skills – навыки формирования бюджета
computer-aided design software – программное обеспечение для автоматизированного проектирования
concern(s) – озабоченность
contractor – подрядчик
determine – определять
distinguish – различать, отличать
draw upon smth – опираться на что-то
ensure – обеспечивать
estimate costs – оценить затраты
follow the same process – следовать такому же процессу
hire for expertise – нанимать из-за экспертных знаний

implement decisions – выполнять решения
installation and maintenance – установка и обслуживание
make revisions – вносить изменения
meet the needs – удовлетворять потребности
oversee – контролировать
pay follow-up visits – совершать последующие посещения
provide – предоставлять, обеспечивать
responsible for – ответственный за
specify smth – указывать что-то
take inventory of – провести инвентаризацию

Interior designers

An interior designer is responsible for the interior design, decoration, and functionality of a client's space, whether the space is commercial, industrial, or residential. Interior designers work closely with architects and clients to determine the structure of a space, the needs of the occupants, and the style that best suits both. Interior designers have to be good with colours, fabrics and furniture; they must know building materials, have budgeting skills, communicate well, and oversee the ordering, installation, and maintenance of all objects that define a space. They also have to know something about electrical capacity, safety, and construction. This broader range of required knowledge distinguishes them from interior decorators. Interior designers have to be able to work with contractors and clients, planning and implementing all aesthetic and functional decisions, and all this usually must be done within a fixed budget. They have to be able to balance their own tastes and their clients' tastes and be willing to put their clients' tastes first.

Interior designers draw upon many disciplines to enhance the function, safety, and aesthetics of interior spaces. Their main concerns are how different colours, textures, furniture items, lighting, and space work together to meet the needs of a building occupants. Designers plan interior spaces of almost every type of building, including offices, airport terminals, theatres, shopping malls, restaurants, hotels, schools, hospitals, and private residences.

Whatever space they are working on, almost all designers follow the same process. The first step, known as programming, is to determine the client's needs and wishes. The designer usually meets face-to-face with the client to find out how the space will be used and to get the idea of the client's preferences and budget. The designer also will visit the space to take inventory of the existing furniture and equipment and identify positive attributes of the space and potential problems.

After collecting this information, the designer develops a design plan and estimates costs. Today, designs are often created with the use of computer-aided design (CAD) software, which provides more details and easier corrections than sketches made by hand. Upon completing the design plan, the designer
will present it to the client and make revisions based on the client's input.

When the design concept is finalized, the designer will begin specifying the materials, finishes and furnishings required, such as furniture, lighting, flooring, wall covering, and artwork. Finally, the designer develops the deadline for the project, coordinates contractor work schedules, and makes sure the work is completed on time. The designer oversees the installation of the design elements, and after the project is completed, the designer, together

with the client, pay follow-up visits to the building site to ensure that the client is satisfied. If the client is not satisfied, the designer makes corrections.

Vocabulary exercises

1. Use a dictionary to complete the table:

verb	noun	adjective	adverb
devote			
	approach		
		functional	
			finally
	decoration		

2. Match the word with its definition:

S*upervise, renovation, license, aesthetic, collaborate, accessible, approach.*

a) to give official permission to do smth;
b) artistic, pleasing to the eye;
c) to direct, control, or be in charge of;
d) to work together with someone else;
e) the process of putting smth back into good condition, esp. after extensive repairs;
f) a method of doing smth or way of thinking;
g) easily reached or entered.

3. Translate the following word combinations into Russian:

The installation of the design elements; personal vision; to determine the client's needs; to estimate costs; to implement decisions; to enhance the functionality; to take the inventory of; to identify positive attributes.

4. Complete the sentences:

1. An interior designer is responsible for … .
2. Interior designers work closely with … .
3. They also have to know about … .
4. Interior designers draw upon… .
5. The designer usually meets face-to-face with the client… .
6. Today designs are often created with…
7. When the design concept is finalized, the designer… .

Grammar exercises

1. Make the following sentences negative:

1. Interior designers work closely with architects and clients to determine the structure of a space.

2. Designers plan interior spaces of almost every type of building, including offices, airport terminals, theatres etc.

3. Designers can specialize in almost any area of design.

4. Interior designers are often asked to begin their planning before construction of a space is finished.

5. Interior designers have to be able to read blueprints, understand building and fire codes.

6. The designer also might submit drawings for approval by a construction inspector to ensure that the design meets building codes.

2. Open the brackets using the correct form of the verb:

1. The designer (develop) the deadline for the project, (coordinate) contractor work schedules, and (make) sure the work (to be completed) on time.

2. Today, designs often (create) with the use of computer-aided design (CAD) software.

3. Designers frequently (collaborate) with architects, electricians, and building contractors.

4. Upon completing the design plan, the designer (present) it to the client.

5. The designer also (visit) the space to take inventory of existing furniture and equipment.

6. Interior designers sometimes (supervise) assistants who carry out their plans and perform administrative tasks.

7. Designers (plan) interior spaces of almost every type of building.

8. Designers usually meet their clients to find out how the space (use).

Reading comprehension

1. Read the text 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 following questions:

1. What is an interior designer responsible for?
2. What are the main concerns of interior designers?
3. What types of building do interior designers plan?
4. What process do almost all designers follow?
5. How are designs often created today?
6. What do designers usually oversee?

3. Decide whether the following statements are true or false. If the statement is false, change it to make it true.

1. Designers can specialize in almost any area of design, including acoustics

and noise absorption, security, electronics and home theatres, home spas, and indoor gardens.

2. This knowledge of building materials distinguishes interior designers from interior decorators.

3. If the client is not satisfied, the designer gives him a bonus.

4. A designer, together with the client, pays follow-up visits to the building site to ensure that the client is satisfied.

5. After collecting this information, the designer goes to the shop and buys all the necessary materials.

6. Interior designers draw upon many disciplines to enhance the function, safety and aesthetics of interior spaces.

UNIT 17. DEVELOPING A PLAN

PART 1

Active vocabulary

develop a plan – разработать, создать план
determine – определять
purpose of the area – назначение пространства
available budget – имеющийся в распоряжении бюджет
list the activities – перечислить, составить список видов деятельности
provide the necessary facilities – обеспечивать, предоставлять необходимые удобства
include – включать
individual preferences – индивидуальные предпочтения
withstand rough treatment – выдерживать грубое обращение

reuse old furniture – повторно использовать старую мебель
predesign analysis – анализ на этапе эскизного проектирования
partition – перегородка
built-in cabinet – встроенный шкаф
floor plan – архитектурный план
draw to scale – чертить в масштабе
location – местонахождение, местоположение
heating and cooling units – элементы отопления и охлаждения
electric outlets – штемпельные розетки
vent – отдушина (вентиляционная)

furniture arrangement/grouping
– расстановка, группировка
мебели

traffic patterns –пути
перемещения, прохода

TEXT

Before developing a plan for an interior, a designer, whether a professional or nonprofessional, must consider a number of things. He must determine the purpose of the area, the life style (the way of life) of those who will use it, and the budget available.

Many designers begin by listing all the activities an area might be used for so that the final plan will provide the right atmosphere and the necessary facilities for each activity. The main purpose of such rooms as a bedroom or a kitchen is obvious. But the room may also have several less obvious uses. The master bedroom, for example, might also serve as a family office, in which case it needs a desk, a desk chair and some shelves.

Like the purpose of the interior, the life style of those who use it helps determine both the atmosphere and the specific items to be included in the design plan. For example, active children need a play area with furnishings that withstand rough treatment. Individual preferences for colours and materials as well as personal interests in a sport or hobby may also help in creating the design plan.

A budget can also help a designer make the best use of the money available for an interior design project. Some people reuse old furniture, floor and wall coverings or other items in their new design so they can spend more of the design budget on other things. A budget may also be important in making a predesign analysis of the interior architecture. If a large budget is available, the designer may wish to change the size or shape of an area by removing walls or by adding such features as partitions or built-in cabinets.

All the predesign considerations help establish what professional designers refer to as the design concept. The design concept may be the general atmosphere desired for an interior or a specific item, such as a favourite piece of furniture or a painting. By selecting each item for the interior to harmonize with the design concept, the designer can create a unified final plan.

A floor plan drawn to scale helps both professional and nonprofessional designers decide on the best way to arrange the furniture in a room. The plan should show the location and width of the walls, windows, doors, closets and other built-in features. It should also show the location of heating and cooling units and of electric outlets.

A careful study of the floor plan helps a designer see what areas can be used for furniture arrangements and what areas must be left open. For example, the areas next to heating or cooling vents are not suitable places for

heavy furniture, which would block the circulation of air into the room, and doorways should be left clear so people can easily move into and out of the room.

Most designers develop two or more furniture arrangement plans so they can compare the effectiveness of each. A person who intends to purchase new furniture can experiment with arranging a great variety of different furniture items. A person who plans to reuse old furniture is more limited in items but may also experiment with various arrangements.

A furniture arrangement may help traffic patterns – the paths people follow into, through and out of a room. If furniture is placed around the edges of a room, for example, people walk through the centre. If furniture is grouped in the centre, they walk around the edges.

The room that is used for more than one activity may have two or more furniture groupings. For example, a family room might have groupings for television viewing, game playing and reading. A child's bedroom may include separate groupings for sleeping, studying and playing.

PART 2

ACTIVE VOCABULARY

alter – видоизменять

appeal – привлекать, привлекательность

architectural feature – архитектурная особенность

bright colours – яркие цвета

building material – строительный материал

color distribution – распределение цветов

color scheme – комбинация взаимодополняющих цветов

decorative materials – декоративные материалы

deemphasize – уменьшать значение, роль

emphasize – подчеркивать

fabrics – ткани

fire (flame)-resistant – огнестойкий, огнеупорный

floor and wall covering – покрытие пола и стен

large expanse – большое пространство

long wearing – долгий срок носки (службы)

maintenance – содержание и техническое обслуживание, эксплуатация

natural fibers – натуральные волокна

natural texture – природная текстура

neutral colours – нейтральные, неброские цвета

patterned materials – узорчатые материалы

slate – сланец, шифер

synthetic fibers – синтетические (химические) волокна

textured materials – текстурные материалы   **wearability** – износоустойчивость

TEXT

Using Color. Color offers one of the easiest and least expensive ways to add interest to an interior. Simply painting the walls a different color may completely alter the atmosphere of a room. The variety of colours available in paints, fabrics, floor and wall coverings, and furnishings is almost unlimited. Many modern paints, fabrics and other decorating materials can be washed easily and so almost any color can be practical for any room. Personal preferences, the kind and amount of light in the room, the interior architecture and the activities a room will be used for all play a part in choosing colors.

Any color scheme can be created to suit the taste of those using the room. Some people decorate most part of a room with neutral shades and then use bright colours in small areas to add interest. Others skillfully combine a number of bright colors. Some people repeat one or more colours throughout their home to provide unity among the rooms.

Color Distribution. The distribution of various colours throughout an interior is just as important to the design plan as the colours themselves. Some colours that seem appealing in small amounts may lose their appeal on a large expanse of the wall or on large furnishings such as a sofa. Colours do not appear the same in the daylight as they do in artificial light and so color samples should be tested in the type of light the room has. Color distribution can emphasize or de-emphasize the interior architecture, the furniture or other features of an interior. A person who wishes to place more emphasis on the furniture than on the architecture of a room may paint the walls a neutral shade. Such walls reflect and emphasize the colours used in the furnishings. For example, painting the ceiling of a room a lighter color than that of the walls can make the ceiling higher than it is. Painting one wall a lighter tint of a color than that used on the other three walls can add depth to a room.

Choosing Patterns and Textures. Like colors, patterns and textures can emphasize or de-emphasize the architecture, furnishings or other features of a room. A wide variety of fabrics, floor and wall coverings offer many possibilities for emphasizing or deemphasizing various features of an interior. The natural textures of some building materials, such as brick, may be used to emphasize architectural features, such as a wall. Wood, slate and marble floors can provide interesting patterns and textures that draw attention to floors.

The amount and kind of use an area or furnishings receives can help a person in selecting patterns and textures. In general, patterned materials show dirt and wear less readily than do solid colors, and slightly textured materials

appear clean longer than do smooth, glossy surfaces. But the composition of various materials also affects wearability and maintenance.

Fabrics. Major fabrics used in an interior design include those made from such natural fibers as wool, cotton, linen and those made from such synthetic fibers as acrylic, polyester and fiberglass. Wool can be woven into an extremely strong fabric with either a rough or a smooth texture. Fabrics made of cotton and linen make long wearing curtains, tablecloths and bedspreads. Acrylics and polyesters, like wool, make long-wearing fabrics. In addition, they cost less than wool. Polyester fibers give materials a durable press finish. They are often combined with other fibers, such as cotton, to make material for curtains and bedspreads. Fiberglass fabrics are produced in a wide range of patterns and in textures that resemble cotton, linen and silk. Fabrics made from fiberglass are easy to care for, are fire-resistant and inexpensive.

PART 3

Vocabulary

antiques – антикварные вещи
carpeting – ковровое покрытие
complete – завершать
display a collection – выставлять коллекцию
durable – долговечный
glasswear – стеклянная посуда
hard covering – твердое покрытие
inexpensive installation – недорогая сборка, установка
movable objects – переносные предметы
plaster walls – оштукатуренные стены
plastic-coated wallpaper – обои с пластиковым поверхностным слоем

protective covering – защитное покрытие
resilient floor – пол с упругим покрытием
rocks and shells – камни и ракушки
rug – ковер, коврик
sound absorption – звукопоглощение
stain-resistant – стойкий к загрязнению
unify separate areas – объединять отдельные зоны
wallpaper – обои
wear life – срок службы до полного износа

TEXT

Floor Coverings. If floor coverings are to be used, a person must choose between carpeting, area rugs or hard coverings, known as resilient floors. Carpeting helps unify the entire room. Area rugs may be used to unify separate furniture groupings. Both carpeting and rugs help create a warm, cozy atmosphere. Carpets and rugs come in a variety of colors, patterns and

textures. They are made of such natural fibers as wool and such artificial fibers as nylon and polyester. Nylon is used most often, since it is economical, durable and stain-resistant. Wool, the traditional carpet and rug fiber, is still used today for the newest carpet fashions. Because they are stain-resistant and resilient, wool carpets tend to look good during their whole wear life. Resilient floors offer the advantages of easy cleaning and simple, inexpensive installation in tile or sheet form. The most common resilient floors, in order of decreasing cost, are vinyl, cork and linoleum.

Wall Coverings are also available in a great variety of patterns and textures. Wallpapers made of China grass cloth, linen or burlap provide good sound absorption. Some of these wallpapers are coated with plastic, which makes them even easier to clean than painted plaster walls. Plastic-coated or vinyl wallpapers are especially suited for kitchens and bathrooms because they withstand stream better than painted surfaces. These types of wallpaper also resist grease

Selecting Accessories. Accessories are all small, movable objects and decorations that complete an interior design. Some accessories, such as paintings, sculptures or other works of art are wholly decorative. Others, such as table and stand lamps and clocks, are useful as well as decorative. Accessories may provide accents of color and add interest to a room, but they should harmonize with the rest of the room in scale, form and overall mood. In addition, accessories may add personal touches that tell something about the people who live there. Many people display their collections of antiques, glassware, rocks and shells or other objects. In some cases, the entire design of a room may be built around accessories that have special meaning to the owner.

Vocabulary Exercises

1. Match the words from the text with their *synonyms, antonyms*:

a) *words from the text:* determine, purpose, arrangement, alter, carpet, complete, display, develop, select, desire, reduce, various, affect.

Synonyms: choose, influence, show, create, grouping, decrease, wish, change, define, aim, finish, different, rug.

b) *words from the text:*
hard, unify, expensive, heating, neutral, emphasize, natural, long wearing, general, heavy, limited, the same, smooth.

Antonyms: light, deemphasize, unlimited, short wearing, different, separate, specific, cooling, rough, soft, inexpensive, bright, synthetic.

2. Match the words from columns A and B so as to make collocations:

a) necessary, individual, predesign, architectural, furniture, traffic, color, building, wear, sound, resilient;

b) scheme, floors, patterns, life, absorption, facilities, preferences, feature, analysis, arrangements, materials.

3. Use a dictionary to complete the table:

noun	verb	adjective	adverb
activity		active	
	create		creatively
separation			
	care	careful	
experiment			experimentally
	differ		
completion		complete	
	vary		variously
	decorate	decorative	
selection			selectively
wearability	wear		–
		resistant	–
	add		additionally

4. Find in the texts the English for:

Определить назначение помещения (пространства); включать в план интерьера; удалять стены; добавлять перегородки; расставлять мебель; тщательное изучение; сравнивать эффективность; умело сочетать различные цвета; обеспечивать единство; распределение различных цветов; архитектурные особенности; привлекать внимание; влиять на износоустойчивость (долговечность) и эксплуатацию; гладкая или грубая текстура; большое разнообразие узоров; создавать уютную атмосферу; весь срок службы до полного износа; обеспечивать хорошее звукопоглощение (звукоизоляцию); покрывать пластиком; выбирать аксессуары; гармонировать по масштабу и форме; иметь особое значение.

Grammar Exercises

1. Open the brackets choosing the correct form of the verb.

1. Wool, the traditional carpet and rug fiber (is used; has been used) since ancient times.

2. Wallpapers (provide; provides) good sound absorption.

3.   Accessories should (harmonize; be harmonized) with the rest of the room.

4.   A lot of modern paints, fabrics (wash; are washed) easily.

5.   Most designers (develop; developed) two or more furniture arrangements plans.

6.   If furniture (is placed; will be placed) around the edges of a room, people walk through the centre.

7.   Before developing a plan for an interior, a number of things must (consider; be considered).

8.   Some people (reuse; reused) old furniture and other items in their new design.

9.   Such natural fibers as wool, cotton and linen (were used; have been used) long in interior design.

10. A wide variety of colors, patterns and textures (use; are used) in floor coverings.

2. Put questions to the following sentences. Use the question word or the type of question indicated.

1.   Many designers begin by listing all the activities an area must be used for. (What?)

2.   All the predesign considerations help establish the design concept. (disjunctive)

3.   The room that is used for more than one activity may have two or more furniture groupings. (How many?)

4.   A person who intends to purchase new furniture can experiment with a great variety of furniture arrangements. (Who?)

5.   The variety of colours available in paints is almost unlimited. (alternative)

6.   The composition of various materials affects their wearability and maintenance. (general)

7.   In some cases, the design of a room may be built around the accessories that have a special meaning to the owner. (I wonder If…)

<p align="center">**Reading Comprehension Tasks**</p>

1. Read the texts again and give its main idea.

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

2. Answer the following questions.

1.   What must every designer consider before developing a plan?

2. What other factors may help in creating a design plan?
3. What areas in a room are not suitable for furniture arrangements?
4. What factors play a part in choosing colours for the area?
5. Is the distribution of various colours throughout an interior as important to the design plan as the colours themselves?
6. Can patterns and textures emphasize or deemphasize the architecture, furnishings and other features of a room?
7. What are major fabrics used in an interior design made from?
8. What are the main types of floor and wall coverings?
9. What are the two main functions of accessories?

3. State whether the following sentences are true or false. If the sentence is false, change it to make it true.

1. A budget is not important in making a predesign analysis of the interior architecture.
2. A floor plan shows the location and width of the walls, windows, doors, closets and other built-in features.
3. A person who plans to reuse old furniture cannot experiment with its various arrangements.
4. Colours do not appear the same in the daylight as they do in artificial light.
5. A person who wishes to place more emphasis on the furniture than on the architecture of a room paints the walls a neutral shade.
6. Patterned materials wear more rapidly than solid ones do.
7. Resilient floors don't offer the advantages of easy cleaning and simple, inexpensive installation.
8. Plastic-coated or vinyl wallpapers withstand steam worse than painted surfaces.
9. The natural textures of some building materials, such as brick, wood and marble, can be used to emphasize architectural features, such as walls and floors.
10. Accessories are wholly decorative objects.

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