

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Відкритий міжнародний університет розвитку людини «Україна»

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**ENGLISH FOR PROFESSIONAL
PURPOSES OF DESIGNERS**

Handbook
for studying and using English
for students of engineering specialties

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ПРОФЕСІЙНА АНГЛІЙСЬКА ДЛЯ ДИЗАЙНЕРІВ

Посібник
для вивчення і використання англійської мови для студентів
інженерних спеціальностей

Київ
Університет «Україна»
2018

УДК 378.147:504.009(076.5)

Рекомендовано до друку
Науково-методичною радою
Відкритий міжнародний університет
розвитку людини «Україна»
(протокол № 3 від 13 квітня 2018 р.)

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English for professional purposes of designers / V.V. Malyshev, N.F. Kushchevska, D.-M.Ia. Bruskova, I.S. Ozhema, N.V. Barna – Kyiv: University “Ukraine”, 2018. - 67 p.

This book contains text, relevant lexical and grammatical exercises, and texts for classroom reading. Thematic texts accompanied by minidictionary and a number of exercises allowing students to expand their vocabulary, to speak out different models, and to enhance communication skills. The book provides information and recommendations on education in Ukraine.

For students of engineering specialties. Students will be able to use the guide for self-study.

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Unit 1
Painting

Essential vocabulary

Exercise 1. Make sure you know the pronunciation and the meanings of given words and word-combinations.

Tools/Terms

Brush	Background	Wall painting
Canvas	Foreground	Mural painting
Palette	Middle ground	Genre painting
Easel	Horizon line	Landscape
Oil paints (oils)	Perspective	Seascape
Water-colours	Composition	Image
Fast color	Draft	Engraving
Tint	Drawing	Grisaille
Shade	Freehand drawing	Gouache
Shadow	Painting	Encaustic
People/places		
Sitter/model	Painter	Exhibition
Master	Muralist	Museum
Artist	Gallery	
Word list		
Branch	Pigment	Dribble
Visual	Egg	Intense
Derive	Yolk	Emotion
Substance	Cover	Link
Trace	Linen	Attempt
Major	Supplant	Reveal
Involve	Darken	Commit
Distinctive	Succeed	Restraint
Employ	Modification	Passion

Exercise 2. Supply synonyms and antonyms for at least 5 words from the word list. Get ready to provide Ukrainian equivalents.

Exercise 3. Make up situations with 5 keywords from essential vocabulary

Exercise 4. Find the words in the table that are:

- a) Painting media and techniques;
- b) Painting process;
- c) Pictures.

Exercise 5. Explain the meanings of the following terms in English:

- | | |
|-----------------------|--------------------|
| • sketch | • image |
| • to make (a~\rough~) | • grisaille |
| • distance (in the-) | • wall painting |
| • finger painting | • mural painting |
| • still life portrait | • freehand drawing |

Exercise 6. Topics for discussion:

- a) What associations come to your mind when you hear the word 'painting'?
- b) Say what painting is for you.
- c) Imagine you are a citizen of the country called 'Painting'. What symbols would you suggest for its state emblem?

Exercise 7. Translate the following quotations, choose those which are close to your own opinion and comment upon them.

a) Landscape painting is really just a box of air with little marks in it telling you how far back in that air things are.

Lennart Anderson

b) After the first brush-stroke, the canvas assumes a life of its own; at this point, you become both governor and spectator to your own event.

Anonymous

c) We only have our nervous system to paint.

Francis Bacon

d) When you start a painting, it is somewhat outside you. At the conclusion, you seem to move inside the painting.

Fernando Botero

e) Anything painted directly, on the spot, always has strength, a power,

a lively touch that is lost in the studio. Your first impression is the right one. Stick to it and refuse to budge.

Eugene Boudin

f) Painting is an investigation of being.

Squeak Camwath

g) When I begin painting I am in a state of unconsciousness; I suddenly forget that I am holding a brush in my hand.

Wu Chen

h) Only bad painters enjoy painting.

Cecil Collins

i) Painting is easy when you don't know how, but very difficult when you do.

Edgar Degas

j) No one would have the courage to walk up to a writer and ask to look at the last few pages of his manuscript, but they feel perfectly comfortable staring over an artist's shoulder while he is trying to paint.

Robert Genn

k) There are six essentials in painting: The first is spirit; the second, rhythm; the third, thought; the fourth, scenery; the fifth, the brush; and the last is the ink.

Ching Hao

l) The painter should not paint what he sees, but what will be seen.

Paul Klee

m) I paint in order not to cry

Paul Klee

n) Life is a great big canvas, and you should throw all the paint on it you can.

Danny Kaye

o) A canvas is never empty

Robert Rauschenberg

Exercise 8. Match these words with the appropriate definitions.

Still Life	the art of depicting natural scenery in painting.
Landscape Painting	a picture of inanimate objects, such as fruit, flowers, dishes, books, or musical instruments, usually grouped on a flat surface.
Seascape	painting, photograph, or drawing of somebody, somebody's face, or a related group.
Battle painting	morous drawing often published in a newspaper or magazine and commenting on a topical event or theme.
Portrait	painting or picture of the battle.
Cartoon	painting or picture of the sea, or a view of the sea

Exercise 9. a) Give synonyms of the word 'sketch

b) What is the difference between the following forms of drawing: sketch, doodle, scribble, tracing? If necessary, consult your dictionary.

c) Supply synonyms and antonyms for at least 5 words from the word list. Get ready to provide Ukrainian equivalents.

Exercise 10. Translate into Ukrainian and make up your own sentences with the underlined verbs.

- a) She's no oil painting.
- b) Their request for more funds was brushed aside.
- c) He picked himself up from the ground and brushed himself down.
- d) The minister brushed off questions about her personal finances.
- e) I need to brush up on my Spanish before we go on holiday.
- f) The figures on the side were painted in at a later date.
- g) Volunteers spent two hours picking up litter and painting out graffiti
- h) I've commissioned him to make a sketch of the park for me.

Exercise 11. Read the text and answer the following questions:

- a) Do you agree that painting can be compared with language? Can you prove it?
- b) Can we compare realistic painting with photographs; if so, can realistic painting be replaced by photographs in future?
- c) Do you like the way of treating the difference between abstract and realistic painting in this text?

Painting as a Language

Painting is a form of communication. Just as an actor communicates through words, so the painter communicates through colours and shapes. Painting is a special type of language. It expresses feelings and ideas about a subject.

Painters have a wide range of subjects to choose from. Painters may paint portraits (pictures of people). They may paint landscapes (outdoor scenes) or still lives (arrangements of objects indoors). Painters may paint events which took place long ago, in historical or religious paintings. Or they may paint scenes from their everyday lives. They can also paint things that they dream. In fact, painters can paint any subject that appeals to them.

There are many ways for a painter to communicate about these subjects. Some paintings are realistic. They look very much like photographs of the subject. Other paintings are abstract. In these paintings, the painter does not paint the subject itself. Instead the painter paints only his or her feelings about the subject.

Exercise 12. Do you think the following sentences are true or false? Write T or F in the brackets.

- () Painting is a form of communication.
- () Painting cannot express feelings and ideas it is just subject.
- () Painters may paint events which took place long ago
- () In abstract paintings the painters sometimes paint the subject itself.

Exercise 13. Read and translate the text.

Painting. Media. Techniques. Styles.

Painting is a branch of the visual arts in which colour, derived from any of numerous organic or synthetic substances, is applied to various surfaces to create a representational or abstract picture or design. In the course of its history, Western painting has taken several major forms, involving distinctive media and techniques. The techniques employed in drawing, however, are basic to all painting, except perhaps the most recent avant-garde forms.

Fresco painting, which reached its heights in the late Middle Ages and throughout the Renaissance, involves the application of paint to wet, or fresh, plaster or to dry plaster.

Tempera painting, another older form, involves the use of powdered pigments mixed with egg yolk applied to a prepared surface — usually a wood panel covered with linen.

Oil painting, which largely supplanted the use of fresco and tempera during the Renaissance, was traditionally thought to have been developed in the late Middle Ages by the Flemish brothers Jan van Eyck and Hubert van Eyck; it is now believed to have been invented much earlier.

Other techniques are enamel, encaustic painting, gouache, grisaille, and watercolor painting.

The use of acrylic paints has become very popular in recent times; this water-based medium is easily applied, dries quickly, and does not darken with the passage of time.

Over the centuries, different artistic methods, styles, and theories — ways of thinking about the purposes of art — have succeeded one another, only to appear again, generally with modifications, in other times.

Thus, a method of painting thought to have been used by cave painters involved blowing pigments through tubes onto the cave walls; a somewhat analogous method is that of those 20th-century painters who dribble pigments from their brushes onto canvas.

Exercise 14. Write out unknown words from the text and make your own word list.

Exercise 15. Answer the following questions in groups.

- a) What media are used most often in painting?
- b) In what way is painting similar to drawing?
- c) What are the oldest forms of painting?
- d) What technique is used in fresco painting?
- e) What media are used in tempera painting?
- f) What is popular belief about the origin of oil painting?
- g) What other techniques are used in painting?
- h) Why acrylic paints are easy to use?

Exercise 16. Fill in the chart giving the equivalents from the text

Word	<i>Similar meanings</i>
	division / direction
	path / route / way
	main / foremost / most important
	method / system / skill
	well liked / accepted
	practical / useful
	get / gain / obtain
	design / produce
	compound / hybrid
	engage / engross / connect

Exercise 17. Work out your own questions on the text and let your group-mates answer them.

Exercise 18. Put the words into two categories and explain their meanings:

- a) painting forms;
- b) painting media and techniques.

Oil, watercolour, acrylic paints, enamel, fresco painting, tempera, gouache, fresco, tempera painting, oil painting, grisaille, encaustic

painting, powdered pigments mixed with egg yolk.

Exercise 19. Arrange these words in pairs of synonyms.

External, versatile, strong, use, distinctive, disclose, reserve, basic, application, similar, reveal, affinity, intense, many-sided, exact, fundamental, outward, resemblance, restraint, characteristic, precise.

Exercise 20. Bring a reproduction of the painting you know very well and get ready to analyze it. In small groups, discuss the media and techniques used by the artists.

Exercise 21. Make up a dialogue with the following substitution patterns and get ready to perform them with your partner.

a) What do you say visiting the Picture Gallery?

the Fine Arts Museum?

the exhibition of Kent's landscapes?

the exhibition of graphic art?

the exhibition of works by William Hogarth?

the display of children's drawings?

b) I'd like to draw your attention to this still life.

water colour.

engraving.

sculpture.

drawing.

portrait.

fresco.

c) It belongs to the brush of a famous French painter.

an unknown Dutch portrait painter, a world known landscapist.

German animal painter.

g) What idea does this picture convey?

To my mind, the picture conveys an idea of man's beauty.

an idea of strength of human spirit, an idea of mother's love, a sense of space (light).

h) What school of (trend in) painting does the artist belong to?

'His works are typical specimens of classicism.'

romanticism.

realism.

old Flemish School

i) What colours does this painter prefer?
tones.
shades.

Exercise 22. Read and translate the text.

Painting Composition and Design

Sometimes called "disegno" - a term derived from Renaissance art which translates as both design and drawing, thus including the artist's idea of what he wants to create as well as its execution - painting design concerns the formal organization of various elements into a coherent whole.

These formal elements include: Line, Shape/Mass, Color, Volume/ Space, Time/Movement.

Line encompasses everything from basic outlines and contours, to edges of tone and color. Linework fixes the relationship between adjacent or remote elements and areas of the painting surface, and their relative activity or passivity.

Shape and Mass includes the various different areas of color, tone and texture, together with any specific images therein. Many famous paintings (eg. "The Last Supper" by Leonardo Da Vinci) are optically arranged around geometric shapes (or a mixture thereof). Negative space can also be used to emphasize certain features of the composition.

Not surprisingly, given that the human eye can identify up to 10 million differing hues, **color** has many different uses. It can be used in a purely descriptive manner - Egyptians used different colors to distinguish Gods or Pharaohs, and to differentiate men from women - or to convey moral messages or emotional moods, or enhance perspective (fainter colors for distant backgrounds). Above all, color is used to depict the effects of light, while many great painters like Caravaggio and Rembrandt have exploited the contrast between colors for dramatic effect - notably in the technique of chiaroscuro.

The elements of **Volume** and **Space** are concerned with how the painter creates depth and spatial relationships within the flat surface of the picture. Traditional painters do this by deploying the concept of linear perspective, while others, expressed space and volume by showing a range of overlapping "snapshots" of the same object as if viewed simultaneously from different viewpoints.

The elements of **Time** and **Movement** concern how the viewer's

eye is allowed to experience the picture.

Exercise 23. Study the painting elements and fill in the table.

Type	Function
Line	
Shape	
Color	
Space	
Time	

Exercise 24. Translate into English using active vocabulary.

- 1) Художні образи живопису створюються за допомогою малюнка, кольору, світлотіні, колориту і перспективи.
- 2) Найбільш поширені фарби олійні, клейові, воскові (енкаустика).
- 3) Мозаїка – це орнаментальні композиції, виконані з природних елементів, емальних, керамічних плиток, невеликих кубиків, або пластинок.
- 4) Tempera – фарби для живопису, в яких сполучною речовиною є натуральні (з води та яєчного жовтка) або штучні (водяний розчин клен з олією) емульсії.
- 5) Аквапель – походить від латинського слова «aqua», що означає вода, аквапель це фарба, яка розводиться водою.

Exercise 25. Role - play: "Who is the author of the painting? "

Bring a reproduction to the class. Imagine you don't know who the author of the painting is, answer whether it is possible to guess: a man or a woman and prove your mind.

Exercise 26. Write a composition describing the colors that appeals to you most and considering the following points:

- a) general symbolic meanings of colors, especially in painting;
- b) your own associations with colors and your color preferences in clothing and as a designer;
- c) Color preferences in room design from the psychological point of view, especially the design of English language laboratory. Try to use as many new words denoting colors as possible.

Exercise 27. Read the texts about Mediums of Painting, and get ready to discuss the information from the texts.

Mediums of Painting

Encaustic



One of the main painting mediums of the ancient world, encaustic painting employs hot beeswax as a binding medium to hold colored pigments and to enable their application to a surface - usually wood panels or walls. It was widely used in Egyptian, Greek, Roman and Byzantine art.

Fresco



Fresco (Italian for "fresh") refers to the method of painting in which pigments are mixed solely with water (no binding agent used) and then

applied directly onto freshly laid plaster ground, usually on a plastered wall or ceiling. The plaster absorbs the liquid paint and as it dries, retaining the pigments in the wall. Extra effects were obtained by scratching techniques like *sgraffito*. The greatest examples of fresco painting are probably Michelangelo's "Genesis" and "Last Judgment" Sistine Chapel frescoes, and the paintings in the Raphael Rooms, such as "The School of Athens".

Tempera



Instead of beeswax, the painting medium tempera employs an emulsion of water and egg yolk (occasionally mixed with glue, honey or milk) to bind the pigments. Tempera painting was eventually superseded by oils, although as a method for painting on panels it endured for centuries.

Oils



The dominant medium since 1500, oil painting uses oils like linseed, walnut, or poppyseed, as both a binder and drying agent. Its popularity stems from the increased richness and glow that oil gives to the colour pigments. It also facilitated subtle details, using techniques like *sfumato*, as well as bold paintwork obtained through thick layering (*impasto*). Important pioneers of oil paint techniques included (in Holland) Hubert and Jan Van Eyck, and (in Italy) Piero della Francesca, Filippo Lippi, Antonello da Messina, and Leonardo Da Vinci.

Exercise 29. Give definitions to the following terms.

1. Encaustic painting is...
2. Fresco painting is ...
3. Tempera painting is...
4. Oil painting is ...
5. Gouache painting is ...
6. Acrylic painting is ...

Exercise 30. Translate into Ukrainian.

Colored pigments; wood panels; mixed solely with water; emulsion of water and egg yolk; linseed, walnut, or poppyseed, oil paint techniques; typically gum arabic.

Exercise 31. Read the texts about forms of painting, and get ready to discuss the information from the texts.

Forms of Painting

Murals

Dating back to Paleolithic cave painting, murals were painted in tombs, temples, sanctuaries and catacombs throughout the ancient Western world, including Etruria, Egypt, Crete, and Greece. Initially devoid of "depth", they were fully developed during early Renaissance times by fresco artists like Giotto, and later by Masaccio, Fra Angelico, Raphael and Michelangelo. As interior decoration became increasingly dominated by stained glass and tapestry art, mural painting declined, although a number of site-specific works were commissioned during the 19th and 20th centuries.

Panel Painting

The earliest form of portable painting, panels were widely used in Egyptian and Greek art, and later by Byzantine artists from 400 CE onwards. As with murals, panel-paintings were rejuvenated during the late Gothic and early Renaissance period, chiefly as a type of decorative devotional art. Wooden panel painting was especially popular in Northern Europe, due to the climate which was not favorable for fresco murals, and remained so up until the end of the 17th century.

Easel Painting

This form, like panel painting, was a form of studio art but used canvas as a support rather than wood panels. Canvas was both lighter and

less expensive than panels, and required no special priming with gesso and other materials. From the Baroque era onwards (1600) oil on canvas became the preferred form of painting throughout Europe. It was particularly popular with the new bourgeois patrons of art for home display.

Manuscript Illumination

Dating back to celebrated examples from ancient Egypt, like the "Book of the Dead", this type of painting achieved its apogee during the Middle Ages (c.500-1000 CE) in the form of Carolingian and Irish illuminated manuscripts. Typically executed in egg-white tempera on vellum and card, these painted manuscripts featured extremely rich and complex graphic designs of Celtic-style interlace knot work, spirals and zoo morphs, as well as figurative portraits of Saints and Apostles. Thereafter it survived only in the East, notably in the form of Islamic calligraphic painting and decorated texts, and miniatures from India.

Scroll Painting

Hand scrolls are an East Asian art form dating from c.350 CE, common to both China and Japan. Composed of varying lengths of paper or silk, they featured a wide variety of ink and wash paintings whose subjects included landscapes, Buddhist themes, historical or mythological scenes, among others.

Screen/Fan Painting

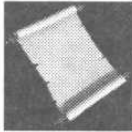
There are two basic types of painted screen: traditional Chinese and Japanese folding screens, painted in ink or gouache on paper or silk, dating from the 12th century - a form which later included lacquer screens; and the iconostasis screen, found in Byzantine, Greek and Russian Orthodox churches, which separates the sanctuary from the nave. This screen is traditionally decorated with religious icons and other imagery, using either encaustic or tempera paints. Painted fans - typically decorated with ink and colored pigments on paper, card or silk, sometimes laid with gold or silver leaf - originated in China and Japan, although curiously many were actually painted in India. In Europe, fan painting was not practiced until the 17th century, and only properly developed in France and Italy from about 1750 onwards.

Modern Forms of Painting

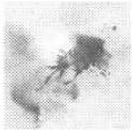
20th Century painters have experimented with a huge range of supports and materials, including steel, concrete, polyester, neon lights, as well as an endless variety of "found" objects. The latter is exemplified

in the works of Yves Klein (1928-62), who decorated women's nude bodies with blue paint and then imprinted them on canvas; and Robert Rauschenberg (1925-2008) whose work "Bed" (1955) consisted of the quilt from his own bed, painted with toothpaste, lipstick and fingernail polish.

Exercise 32. Study forms of painting and identify painting's form of each picture. Name some famous painters or artists who created in this field.













Exercise 33. Match these terms with the appropriate definitions.

History Painting	is a genre in painting, where the intent is to depict the visual appearance of the subject.
Landscape	pictorial representations in any of various media that represent scenes or events from everyday life, such as markets, domestic settings, interiors, parties, inn scenes, and street scenes.
Portraiture	is a work of art depicting mostly inanimate subject matter, typically commonplace objects which may be either natural (food, flowers, plants, rocks, or shells) or man-made (drinking glasses, books, vases, jewelry, coins, pipes, and so on).
Genre-Painting	is the painting of scenes with narrative content from classical history, Christian history, and mythology, as well as depicting the historical events of the far or near past. These include paintings with religious, mythological, historical, literary, or allegorical subjects.
Still Life	is a term that covers the depiction of natural scenery such as mountains, valleys, trees, rivers, and forests, and especially art where the main subject is a wide view, with its elements arranged into a coherent composition.

Exercise 34. Answer the following questions:

- What do you think about peoples' gazes, expressions, appearance, repeated motifs, colors, lightings? What is their role?
- What figures or other symbols would you choose to personify maternity? How would you depict the painting with the same title?

Exercise 35. Give the English equivalents for the following word combinations and use them in sentences of your own.

- фресковий живопис _____
- панельний живопис _____
- малювання на мольберті _____

- рукописний живопис _____
- живопис на пергаменті _____
- малювання на ширмах _____
- пейзажний живопис _____
- натюрморт _____
- стильовий живопис _____

Exercise 36. Underline the most suitable words:

- a) The history of art has *witnessed* / *evidence* a wide range of painting styles.
- b) Medieval Western painting was *hard* / *heavily* regulated by convention.
- c) The first artists to challenge the rigidity of these painting *laws* / *rules* were Cimabue.
- d) Giotto's creative ideas were further *studied* / *explored* during the quattrocento in the Early Renaissance.
- e) Realism, linear perspective and new forms of *composition* / *essay* were all further refined by major artists.
- f) One of the *real* / *greatest* 20th century realists is the American painter Edward Hopper.
- g) Rococo became closely associated with the decadent ancient *regimes* / *modes* of Europe.
- h) A vital *hero* / *patron* of the arts at this time was the Medici family.

Exercise 37. Express your opinion about:

- a) the importance of colors in painting;
- b) the symbolic meaning of colors in different cultures;
- c) colors and visual information as one of the most important things for human world perception;
- d) the influence of artist's mood on the choice of colors in a painting and the influence of colors on our psychological state.

Exercise 38. Choose the most suitable word to complete each sentence:

- 1) boundaries; 2) modern; 3) contributions; 4) Europe; 5) century; 6) period; 7) painting; 8) War; 9) introduction; 10) neoplasticism.

Modern Art

Modern Art -1) _____, sculpture, and other forms of 20th–century art. It is the art of the 20th 2) _____ that includes many movements and

styles. Before World 3) _____ If some of the styles that originated in Europe were fauvism, expressionism, cubism, futurism, constructivism, 4) _____, dada, and surrealism; artists in the United States developed the styles synchronism and precisionism. Although scholars disagree as to precisely when the 5) _____ period began, they mostly use the term modern art to refer to art of the 20th century in 6) _____ and the Americas, as well as in other regions under Western influence. The modern 7) _____ has been a particularly innovative one. Among the 20th century's most important 8) _____ to the history of art are the invention of abstraction (art that does not imitate the appearance of things), the 9) _____ of a wide range of new artistic techniques and materials, and even the redefinition of the 10) _____ of art itself.

Exercise 39. Read and translate the text.

Preparing a Canvas for Oil Painting

A piece of canvas must be prepared before paint can be applied to it. First, the cloth is tacked to a wooden frame called a stretcher. It is then coated with a special glue. This glue is made from the hide of an animal, such as the rabbit. The coating of glue shrinks the canvas slightly. This is done to make sure that no air spaces are left between the threads in the cloth. Next, gesso (a pasty, white, lead paint) is spread onto the canvas with a knife. Gesso protects the canvas from rotting. The layer of gesso also prevents the oil paint from being absorbed into the canvas. Oil paintings are produced by painstaking labor. This labor begins with the preparation of a canvas. But on the canvas, the painter must portray his or her thoughts, feelings, dreams.

A great painting tells us something about the artist who painted it. It also tells us about the age in which that artist lived.

Tools

The materials used in painting look very simple at first glance. But there are many kinds of paints and brushes for a painter to choose from. To paint well, the artist must know the different kinds of materials. He or she must also know how they are used.

Paint consists of a pigment (color) and a liquid substance, such as water or oil. Most pigments are produced by chemical processes.

Exercise 40. Look through the texts and tell what is the best way to prepare a canvas for oil painting. Enumerate all the tools applied in painting.

Exercise 41. Fill in the gaps with the appropriate word.

- 1) Some elements of the composition suggest painter's _____ with works by the French impressionist Monet.
 - a) family b) familiar c) familiarity d) female
- 2) In modern urban society people don't live in _____ with the world of nature.
 - a) harmful b) harmonies c) gammy d) harmony
- 3) The painter and his _____ consider their native landscape as the embodiment of divine presence.
 - a) counterparts b) room-mates c) contemporaries d) temporary
- 4) This masterpiece and its _____ are the bright examples of the painter's first use of sequential imagery.
 - a) descendent b) pendant c) pander d) attachments
- 5) The last _____ of the book in Paris with a famous painting as its frontispiece had a great success.
 - a) addition b) addiction c) edition d) indication

Exercise 42. Discuss in groups the following questions:

- a) What painting styles do you know?
- b) What are some of the most influential movements in painting?
- c) Who is your favorite artist? Why? What is the style of his/her work? What is the style that appeals to you most? Why?
- d) Do you think the real artist belongs to a certain style or he/she has the unique individual style and can invent something new that would become a general style?

Exercise 43. Imagine you are a great painter who has no money. What would you do? Explain why.

- a) you would paint on demand/commission
- b) you would look for a job that brings money;
- c) you would continue to paint what you wish without looking for another job;

d) your variant.

Exercise 44. Discuss the following questions with your fellow-students:

- a) As a child, were you fond of drawing? What did you like to draw?
- b) Do you keep any of your childhood drawings? If so, can you tell why you do? What memories do they bring?
- c) What is the difference between the way child draws the first pictures and the way an adult painter creates the first serious works?
- d) What advantages does a child have in painting/drawing?
- e) What advantages does an adult have in painting/drawing?

Grammar Practice

Exercise 45. Put in the adjective in bold from the first sentence into the second sentence in its correct form (comparative or superlative).

*Example: I have a **fast** car, but my friend has a _____ car.*

*Answer: I have a **fast** car, but my friend has a **faster** car.*

1. This is a **nice** cat. It's much _____ than my friend's cat.
2. Here is Emily. She's six years **old**. Her brother is nine, so he is _____
3. This is a **difficult** exercise. But the exercise with an asterisk is the _____ exercise on the worksheet.
4. He has an **interesting** hobby, but my sister has the _____ hobby in the world.
5. In the last holidays **I** read a **good** book, but father gave me an even _____ one last weekend.
6. School is **boring**, but homework is _____ than school.
7. Skateboarding is a **dangerous** hobby. Bungee jumping is _____ than skateboarding.
8. This magazine is **cheap**, but that one is _____ .
9. We live in a **small** house, but my grandparents' house is even _____ than ours.
10. Yesterday John told me a **funny** joke. This joke was the _____ joke I've ever heard.

*Exercise 46. Use either **as ... as** or **not as ... as** in the sentences below.*

Example: Ben Nevis is _____ as Mont Blanc (not/high).

Answer: Ben Nevis is not as high as Mont Blanc.

1. Nick is _____ Kevin, (brave)
2. This copy is _____ the other one. (bad)
3. The violin is _____ the cello, (not/low)
4. Today it's _____ yesterday, (not/windy)
5. Peter is _____ Fred, (not/tall)
6. Silver is _____ gold, (not/heavy)
7. The tomato soup was _____ the mushroom soup, (delicious)
8. Oliver is _____ Peter, (optimistic)
9. Grapefruit juice is _____ lemonade, (not/sweet)
10. The blue car is _____ the red car. (fast)

Exercise 47. Complete the exercise with the correct prepositions.

1. The first McDonald's restaurant was opened _____ Dick and Mac McDonald _____ the 15th _____ May 1940.
2. The best selling products _____ their restaurant were hamburgers.
3. So the McDonald brothers thought _____ a way to produce hamburgers more quickly.
4. This was introduced _____ 1948 and became known _____ the Speedee Service System.
5. The first franchised McDonald's restaurant was opened _____ 1953, and today you can find McDonald's restaurants _____ more than 100 countries.

Exercise 48. Complete the exercise with the correct prepositions.

1. Look _____ this painting.
2. _____ the painting, you can see a little girl.
3. So, it is a painting _____ a girl.
4. A famous painter painted it. So it is a painting _____ a famous painter.
5. My grandma once owned the painting, but she gave it _____ me _____ my birthday. So it is a picture _____ my grandma.

Exercise 49.

Quiz on Prepositions

1. My best friend lives _____ Boretz Road

- a. in b. on c. at
2. I'll be ready to leave ___ about twenty minutes.
a. in b. on c. at
 3. Since he met his new girlfriend, Juan never seems to be ___ home.
a. on b. in c. at
 4. The child responded to his mother's demands _ throwing a tantrum.
a. with b. by c. from
 5. I think she spent the entire afternoon ___ the phone.
a. on b. in c. at
 6. I will wait ___ 6:30, but then I'm going home.
a. from b. at c. until
 7. The police caught the thief _ the corner of Cascade and Plum Streets.
a. in b. at c. from
 8. My fingers were injured so my sister had to write the note me
a. for b. with c. to
 9. I am not interested ___ buying a new car now.
a. to b. for c. in
 10. What are the main ingredients _ this casserole?
a. about b. to c. of

Brainstorming test

Exercise 50. Tell about your associations with blue colour and then consider the test given below.

One day a blue bird suddenly flies through a window into your room and is trapped. Something about this lost bird attracts you, and you decide to keep it. But to your surprise, the next day the bird has changed colour from blue to yellow! This very special bird changes colour again overnight -- on the morning of the third day it is bright red, and on the fourth it turns completely black. What colour is the bird when wake up on the fifth day?

- a) The bird doesn't change colour; it stays black.
- b) The bird turns black to its original blue.
- c) The bird turns white.
- d) The bird turns golden coloured.

Key to the test:

The bird that flew into your room seemed like a symbol of good

fortune, but suddenly it changed colour, making you worry that happiness would not last. Your reaction to this situation shows how you respond to difficulties and uncertainty in real life.

a) Those who said the bird stays black have a pessimistic outlook.

Do you tend to believe that once a situation goes bad, it never really returns to normal? May be you need to try thinking. If this is as bad as it gets, it can't get any worse. Remember, there is no rain that doesn't end and no night so dark that there is no dawn the next day.

b) Those who said the bird turns blue again are practical optimist. You believe that life is a mix of good and bad and that it doesn't pay to fight against that reality. You accept adversity calmly and let things run their course without undue stress or worry. This outlook lets you ride out the waves of adversity without being swept away.

c) Those who said the bird turns white are cool and decisive under pressure.

You don't waste time on fretting and indecision, even when a crisis develops. If a situation gets too bad, you feel it's better to cut your losses and look for another route to your goal rather than getting bogged down in needless grief. This proactive approach means that things seem to just naturally go your way.

d) Those who said the bird turns golden can be described as fearless. You don't know the meaning of pressure. To you, every crisis is an opportunity. You might be compared with Napoleon, who said, "...impossible: the world is not French." But be careful not to let your boundless confidence get the best of you. It's a very fine line between fearless and foolhardy.

Exercise 51. This is an explanation: "Where does a color come from?" It have been mixed up. Read and try to arrange it in a proper way.

(1) Colour depends upon both	<input type="checkbox"/> different colour receptors — red, green and blue
(2) White colour is composed of many different colours —	<input type="checkbox"/> stimulated our eye can perceive all colours
(3) Each colour in the spectrum corresponds	<input type="checkbox"/> the colours of the rainbow
(4) These colours include	<input type="checkbox"/> such as orange, gray and brown are only partially stimulated

(5) We are able to see colours because our eye contains	() the characteristics of light and the function of our eye
(6) When these receptors are	() to a different wavelength of light
(7) When colour receptors are stimulated in pairs	() red, orange, yellow, green, blue and violet
(8) Other colours	() we perceive yellow, cyan and magenta
(9) When colours results from combining lights of different wavelengths the process is known	() pigments involve subtractive colour mixing

Exercise 52. Try your hand at writing a story or even a fairy-tale using as much new words/expressions as possible to make it colorful. You should do it together with your group-mates using the draft with empty spaces below. Each empty space is given a number and after you have written an answer for a number you switch paper with a partner. Gradually, an interesting story might develop. Tell it your group-mates in the class.

- 1) Write a verb.
- 2) Write the name of a famous person.
- 3) Write a color and the name of an ordinary dish (for example: yellowish egg).
- 4) Write a color and the name of an exotic dish.
- 5) Write a color and the name of clothing.
- 6) Write a color and the name of anything.
- 7) Write a color and the name of jewelry.
- 8) Write the name of any kind of transport with an adjective denoting color.
- 9) Write the name of a city with an adjective denoting color.
- 10) Write down the name of the famous person written in number 2.
- 11) Describe beautiful scenery using the names of colors.
- 12) Write adjectives denoting color with nouns.
- 13) Write the name of a strange person or creature describing his/her/its appearance.
- 14) Write a verb with an adverb.
- 15) Write an emotional state.

16) Wind up the story to make it logical.

Insert the words from list above in the gaps.

Our life is full of wonders if there are extraordinary days in it! Yesterday I got up early because I had plans to 1 _____ with 2 _____. For breakfast I ate 3 _____ with 4 _____. After breakfast I put on my 5 _____, 6 _____ and my lucky 7 _____. Then I took my 8 _____

Exercise 53. Make a presentation about genres of painting.

Exercise 54. List all new words and word combinations which you have learned from this unit.

Exercise 55. Sum up all the information of the unit, add your comments and write summary (20-25 sentences) about painting using active vocabulary. Try to avoid copying the text. Get ready to present it orally using the key words as prompts for discussion.

Supplementary Reading

Exercise 56. Read the text about Leonardo's perspective, explain his quotations and attitude to painting and our world; describe the concept in painting of Leonardo da Vinci's period; define the difference between linear and aerial perspective.

Exercise 57. Fill in the table below using the information about all the styles and periods of painting.

a)

Period	Characteristic

b)

Periods	Points in common (compare two or more periods)

Exercise 58. Write out all new words and word combinations which you have learned from supplementary reading.

Unit 2 The History of Design



Essential vocabulary

Exercise 1. Make sure you know the pronunciation and the meanings of the given words and word-combinations.

design science	differentiation
determination	engineering
autonomous character	execution process
graphic draft	skyscraper
cultural policy	relevant
refer	leisure time
drawing	sign
draft	field
appropriate	space travel
exhibition	sketch

Exercise 2. Supply synonyms and antonyms for at least 5 words from the word list. Get ready to provide Ukrainian equivalents.

Exercise 3. Make up situations with 5 keywords from essential vocabulary

Exercise 4. Explain the meanings of the following terms in English:

design science	execution process
cultural policy	skyscraper
drawing	relevant

draft
appropriate
sketch

leisure time
sing
field

Exercise 5. Topics for discussion:

- a) *What associations come to your mind when you hear the word "Design"?*
- b) *Why did you decide to be a designer?*

Exercise 6. Translate the following quotations, choose that are close to your own opinion and comment upon them.

- a) "In design sometimes one plus one equals three."

Josef Albers.

- b) "...some graphic designers don't just pick colors and take orders for typefaces."

Chip Kidd.

- c) "Everything is design. Everything!"

Paul Rand.

- d) "The designer leads a kind of karaoke existence, always singing someone else's song, and never saying what he thinks should be said."

Bruce Mau.

- e) "What is design? A plan for arranging elements in such way as to best accomplishes a particular purpose."

Charles Eames.

- f) "If a design doesn't feel good in your heart, what the mind thinks doesn't matter."

April Greiman.

- g) Design history is not a chronicle of style; you cannot truly critique design unless you fully understand its history.

Eric Lander

Exercise 7. Read and translate the text.

The Design Definitions



The word “design” has Latin roots. The verb “*designate*” is translated as “*determine*,” but its literal meaning is more like “showing from on high”.

Design as a (noun) informally refers to a plan for the construction of an object.

To design as a (verb) refers to create a design, in an environment where the designer operates. The term “design” has different connotations in different fields. With such a broad denotation, there is no universal language or unifying institution for designers of all disciplines. This allows for many differing philosophies and approaches toward the subject.

The person designing is called a **designer**.

A designer’s sequence of activities is called a **design process**.

The scientific study of design is called **design science**.

Today, most people’s lives would be unimaginable without design, it accompanies us from dawn till after dusk: at home, at work, in our leisure time, in education, in health services, in sports, in the transport of people and goods, in the public sphere, everything is designed, intentionally or not. Design can be very close fashion or far, far away space travel. These days, design determines not only existence, but also self; through design we communicate with other people, define ourselves in social groups, and thus mark out our individual place in society. In other words, design is a sign of the times.

Exercise 8. Give definitions to the following terms.

1. Design refers to
2. A designer is... .
3. Design process is... .

Exercise 9. Explain the meaning of each design characteristic. Give your own comments.

Exercise 10. Read and translate the text.

Design as a concept

The manifold currents and tendencies of design are reflected in the very use of the concept of “design,” up to and including sometimes rather diffuse definitions of the word. A number of these interpretations will be introduced at the outset of this essay.

From a historical perspective, it is popular to regard *Leonardo da Vinci* as the first designer. The concept of design Leonardo da Vinci applied to practical objects, machines, and apparatus was thus more technically than creatively oriented. Nevertheless, it decisively influenced the idea of design: the designer as an inventor.

The sixteenth-century painter, master builder, and literary author *Giorgio Vasari* was one of the first to plead in his writings for the autonomous character of works of art. He designated the principle to which art owes its existence as *disegno*, which translates directly into “drawing” or “sketch.” At that time, *disegno* referred to the artistic idea. Accordingly, even back then, people differentiated between the *disegno intemo*, the concept for an emerging work of art (the sketch, the draft, or the plan), and the *disegno estemo*, the completed work of art (such as a drawing, painting, or sculpture). Vasari himself pronounced drawing, or *disegno*, to be the father of the three arts: painting, sculpture, and architecture.

According to the Oxford Dictionary the concept of “design” was used in 1588 for the first time. Its definition reads:

- a plan or scheme devised by a person for something that is to be realized,
- a first graphic draft of a work of art, or
- an object of the applied arts, which is to be binding for the execution of a work.

Later, *Sigfried Giedion* (first edition 1948, see also 1987) significantly described how the industrial designer appeared in the twentieth century: “He fashioned the housing, saw to it that the visible machinery (of the washing machines) disappeared, and gave the whole, in short, a streamlined shape like the train and the automobile.” In the U.S., this clear separation of technical work from artistic work on the product led to the discipline’s increasing orientation toward styling, and thus to pure fashioning.

The definition of design has long been a matter of intense

concern, above all in the former German Democratic Republic. This regime always understood design to be a component of social, economic, and cultural policy. *Horst Oehlke* (1978), in particular, pointed out that shaping affects more than the sensually perceptible side of objects. On the contrary, the designer must be concerned with satisfying the needs of societal and individual life.

A broad and therefore quite useful definition of design was worked out by the Internationales Design Zentrum Berlin in 1979 in the context of an exhibition:

- Good design may not be a mere envelopment technique. It must express the individuality of the product in question through appropriate fashioning.
- It must make the function of the product, its application, plainly visible so that it can be understood clearly by the user.
- Good design must allow the latest state of technical development to become transparent.
- Design must not be restricted just to the product itself; it must also take into consideration issues of ecology, energy conservation, recyclability, durability, and ergonomics.
- Good design must take the relationship between humans and objects as the point of departure for the shapes it uses, especially taking into account aspects of occupational medicine and perception.

Exercise 11. Begin these sentences.

1. ..which translates directly into "drawing" or "sketch."
2. ..painting, sculpture, and architecture.
3. .. to be a component of social, economic, and cultural policy.
4. .. through appropriate fashioning.
5. ..taking into account aspects of occupational medicine and perception.

Exercise 12. Define and rate the contribution of each historical person in the concept of design.

Famous Historical People	Contribution
Leonardo da Vinci	

Giorgio Vasari	
Sigfried Giedion	
Horst Oehlke	

Exercise 13. Match these words with the appropriate definitions.

design (noun)	a very tall building of many storeys
graphic design	a picture or diagram made with a pencil, pen, or crayon rather than paint
sketch	suitable or proper in the circumstances
design (verb)	a series of actions or steps taken in order to achieve a particular end
drawing	the process of choosing and organizing words, images and messages into a form that communicates
appropriate	a rough or unfinished drawing or painting, often made to assist in making a more finished picture
execution process	to create a design, in an environment where the designer operates
skyscraper	a plan for the construction of an object

Exercise 14. a) Do you think the following sentences are true or false? Write T or F in the brackets.

- () There is only one identification of design.
- () German Democratic Republic always understood design to be a component of social, economic, and cultural policy.
- () Good design shouldn't express the individuality of the product in question through appropriate fashioning.
- () Good design must take the relationship between humans and objects as the point of departure for the shapes it uses.
- () Skyscraper it is not tall building with one storey.
- () Through design we communicate with other people, define ourselves in social groups, and thus mark out our individual place in society.

b) Discuss your answers in pairs.

Exercise 15. Translate into English using active vocabulary.

- a) Мистецтво дизайну – одна з найважливіших сфер сучасної художньої культури.
- b) Методи дизайну поєднують споживацькі та естетичні якості предметів і об'єктів, призначених для безпосереднього використання людиною.
- c) Дизайн – творчий метод, процес і результат художньо-технічного проектування промислових виробів, їх комплексів і систем.
- d) Дизайнер – людина, що займається дизайном.
- e) Дизайн – це художнє конструювання, штучне втілення навколишнього світу у вигляді цілісної картини.

Exercise 16. Role-play: How familiar you are with "design"? Here are some examples of conversations - identify what type of design we are talking here.

- "We'll take care of that when we get to design"
- "That's something the designer will have to figure out..."
- "We're starting design now..."
- "Here are some early design concepts..."
- "This will be decided by the designer"
- "Have you started design yet?"
- "Why are these designs in Latin?"
- "The design looks great!"
- "This isn't the final design, we'll get to that later..."

Exercise 17. Read and translate the text.

Types of Design

Graphic design is the process of choosing and organizing words, images and messages into a form that communicates and influences its audience.

Graphic design is almost everywhere. Crammed into our homes, all over our cities and dotted around the countryside, its images, letters, colors and shapes are consciously put together to perform all sorts of functions.

Its roles range from directing travelers to the right check-in desk at an airport, to organizing the layout and style of a magazine so that it catches that traveler's eye and makes them buy it to read on the plane.

Graphic design on the ticket they buy for the car park may advertise other products or services. The carton of juice they take for the flight has information organized so its appealing and understandable. The safety instructions aboard the plane are designed so they are clear and accessible, even to people who don't speak English. In short, graphic design is visual communication.

The graphic designer may be briefed to create a piece of work which catches a customer's eye in a busy supermarket, or they may be required to herald the formation of a new business. Their client may want their work to impart cultural knowledge at a museum or help foreign tourists find their way to the bus station. Or graphic designers could be employed for something as run of the mill as creating a new look for the company stationery. Using an array of visual elements - including type, colour, shape, photography, illustration, painting, and digital imagery and so on - I graphic designers work with their clients to deliver the required message in the most effective way.

Brand design is a process of creating a distinct identity and personality in order to communicate and promote an organization, person, product or service.

Brands are built around a holistic set of associations that people have with a company, product, service, individual or organization. Developing and managing these associations is a complex process in which design plays a vital role, but which also includes other marketing communications disciplines, as well as the culture, processes and conduct of a company itself.

Brand design is therefore a much deeper and broader process than visual identity design, although graphics are often a crucial way of succinctly symbolizing and evoking a brand and its associations. In fact, brands reach people via what many designers will call touchpoints, including:

- Visual elements, including corporate identity and other graphics
- Customer service
- Product attributes
- Physical environments
- Print communication
- Online/digital interaction
- Language/ copywriting
- Packaging

- Material and their visual or tactile qualities
- Form
- Sound
- Other marketing communications activity

Packaging on a supermarket shelf has less than three seconds to grab the attention of a consumer.

Those three seconds are exceedingly important when you consider that more than 70% of purchasing decisions are made at the shelf. Add to this the fact that supermarkets can contain on average 40.000 packs to choose from, then that pack has got to work hard.

Packaging's role is threefold:

- to sell the product
- to protect the product
- to facilitate the use of the product

The term "brand" originates from the days when farmers used to brand began to represent not just the owner but their values and quality of their product; it became a mark of security and trust.

Packaging has always had a fundamental role to play in the way brand communicate these values. From these relatively humble beginning packaging design in the modern age has become one of the most sophisticated, holistic and powerful examples of the designer's craft. The full life cycle of packaging now touches on all of the key issues facing business today and it is important to understand its impact from cradle to grave.

Exercise 18. Answer the questions:

1. What is the main purpose of graphic design?
2. What does graphic design include?
3. What is the difference between graphic design, packaging design and brand design?
4. Allocate types of design in priority sequence for you.

Exercise 19. Translate into Ukrainian.

Brand design; packaging; graphic design; furniture design; interior design; drawing; concept.

Word	Similar meanings
	progress / advance
	tell / say
	pictorial / picturesque
	cardboard / pasteboard
	drawing / picture
	report / dispatch
	authenticity / sameness
	recollection / connection
	trade name / trademark
	buyer / client

Exercise 20. Fill in the chart defining the meanings of all words.

Exercise 21. Read and translate the text.

Colour

The first thing you remember about a brand may well be its colour. Think Cadbury's Dairy Milk purple, Coca-Cola's red or Guinness's black and cream. Colour makes your product recognizable and its important that any packaging designer's response to a brief conveys understanding on what the colours they use will convey, and whether they are going to sit with or challenge convention. Sometimes the most-effective packs are the most simple. Multiple colours on a pack can be both distracting to the customer and costly to produce, which is why colour rationalization is becoming increasingly popular.

Exercise 22. Practice your skill:

Using the information from the text "colour" choose some of the products from your life and associate appropriate color with it. Prove your ideas.

Exercise 23. Read and translate the text.

Furniture design

Furniture is essential to our every-day lives. We use it at home, while we're working and when we're out shopping, at the cinema or travelling. Well-designed and researched furniture can improve our quality of life - when we like how it looks it gives us pleasure and when it

makes us comfortable it can increase our efficiency and productivity. How furniture looks is important, and some of the most successful furniture designs of all time are often the most aesthetically pleasing, but the most successful furniture designs of all time look good and work well. By combining form and function in the design, and by ensuring products are made using responsible materials and ethical production techniques, furniture designers help create the pieces that collectively sell for J8.3billion each year according to the Furniture Industry Research Association (FIRA).

*Exercise 24. Write composition on the following topic:
Why is furniture design important?*

Exercise 25. Read and translate the text.

Interior design

The way the interiors of our homes are designed can affect our happiness, our productivity and our health. This guide to interior design outlines the virtues of designing the interior of your home and debates the case for employing a professional versus doing it yourself.

Interior designers may specialise in kitchen or bathroom design, on interpreting trends and fashion, or focus on the architecture and fabric of a building's interior. A designer's skill when it comes to creating efficient and beautiful interiors is to work with clients to find out what they need from the space they live or work in, and to research, create and deliver an interior space that meets the project brief.

Fashion designers and textile designers help create the clothes, soft furnishings and functional materials that county spends millions of pounds on each year. Fashion and textiles are big business in the country, as well as playing a big part in our everyday lives.

Transport Design

Transport design brings many different forms of design together to get people from A to B and keep society and the economy moving.

Aerodynamics makes cars, buses, planes and trains more efficient and less costly to run. Ergonomics spares drivers and travelers from excessive wear and tear.

Interiors specialists get the most out of confined spaces and create experiences people want to repeat.

Product designers create systems, fixtures and fittings that fuse

comfort with strength.

Vehicle stylists make their brands catch the eye.

And engineering designers search for new and better ways to keep moving parts working sustainably.

Exercise 26. Taking into account the information about the different types of design point out the assignment every of them.

Type	Assignment
Graphic design	
Brand design	
Furniture design	
Interior design	
Transport Design	

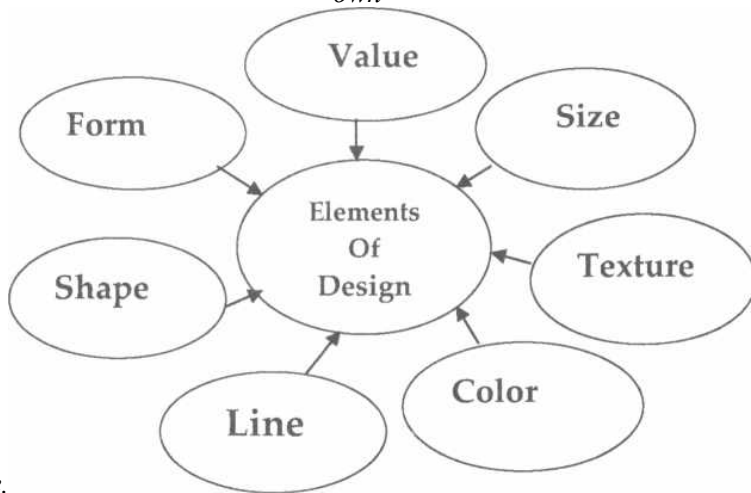
Exercise 27. Choose the most suitable word or phrase to complete each sentence:

1) describe; 2) cause; 3) purposes; 4) ways; 5) principles; 6) confusing; 7) express; 8) visual effect;

1. Principles are even more _____ than elements.
2. There are at least two very different but correct _____ of thinking about principles.
3. On the one hand, a principle can be used to describe an operational _____ and effect such as "bright things come forward and dull things recede".
4. On the other hand, a principle can _____ a high quality standard to strive for such as "unity is better than chaos" or "variation beats boredom" in a painting.
5. So, the same word, "principle" can be used for very different _____.
6. The first way to think about a principle is that a principle is something that can be repeatedly and dependably done with elements to produce some sort of _____ in a composition.
7. I am not confident that any list of these _____ is comprehensive, but there are some that are more commonly used.

8. Another way to think about a principle is that it is a way to _____ a value judgment about a composition.

Exercise 28. Scan the definitions of design's elements, comment on their classification, choose those that appeal to you most and formulate your own



one.

Line - is a mark on a surface that describes a shape or outline. It can create texture and can be thick and thin. Types of line can include actual, implied, vertical, horizontal, diagonal and contour lines.

Color - refers to specific hues and has 3 properties, Chroma, Intensity and Value. The color wheel is a way of showing the chromatic scale in a circle using all the colors made with the primary triad. Complimentary pairs can produce dull and neutral color. Black and white can be added to produce tints (add white), shades (add black) and tones (add gray).

Texture - is about surface quality either tactile or visual. Texture can be real or implied by different uses of media. It is the degree of roughness or smoothness in objects.

Shape - is a 2-dimensional line with no form or thickness. Shapes are flat and can be grouped into two categories, geometric and organic.

Form - is a 3-dimensional object having volume and thickness. It is the

illusion of a 3-D effect that can be implied with the use of light and shading techniques. Form can be viewed from many angles.

Value - is the degree of light and dark in a design. It is the contrast between black and white and all the tones in between. Value can be used with color as well as black and white. Contrast is the extreme changes between values.

Size - refers to variations in the proportions of objects, lines or shapes. There is a variation of sizes in objects either real or imagined.

Exercise 29. The Principles of design are the results of your working with the elements of art. Study them.

Principles of Compositional Design

The principles of design are the recipe for a good work of art. The principles combine the elements to create an aesthetic placement of things that will produce a good design.

Center of interest - is an area that first attracts attention in a composition. This area is more important when compared to the other objects or elements in a composition. This can be by contrast of values, more colors, and placement in the format.

Balance - is a feeling of visual equality in shape, form, value, color, etc. Balance can be symmetrical or evenly balanced or asymmetrical and un-evenly balanced. Objects, values, colors, textures, shapes, forms, etc., can be used in creating a balance in a composition.

Harmony - brings together a composition with similar units. If your composition was using wavy lines and organic shapes you would stay with those types of lines and not put in just one geometric shape.

Contrast - offers some change in value creating a visual discord in a composition. Contrast shows the difference between shapes and can be used as a background to bring objects out and forward in a design. It can also be used to create an area of emphasis.

Directional Movement - is a visual flow through the composition. It can be the suggestion of motion in a design as you move from object to object by way of placement and position. Directional movement can be created with a value pattern. It is with the placement of dark and light areas that you can move your attention through the format.

Rhythm - is a movement in which some elements recur regularly. Like a

dance it will have a flow of objects that will seem to be like the beat of music.

30. Fill in the table.

Type	Function
Center of interest	
Balance	
Harmony	
Contrast	
Directional / Movement	
Rhythm	

Exercise 31. Match the definition on the left to the word on the right.

1. Obtained by adding white to a hue. 2. Obtained by mixing two primary colors. 3. Obtained by adding black to a hue. 4. Colors that go with all color plans -- white, black, gray and brown.	A. Neutrals B. Tints C. Secondary colors D. Shades
--	---

Exercise 32. Read and translate the text.

Design as a profession

Designers help conceive and shape products and services; they contribute hugely to the visual world around us; they create communications for organizations of all shapes and sizes; they influence how we use buildings and help improve our workspaces; they can contribute to building better public services or create more efficient working processes; they create the interfaces we use daily on digital

devices; they help us digest information; they create the clothes you're wearing and the chair you may be sitting on.

Exercise 33. Describe your future duties as a designer.

What is the designer responsible for?

Exercise 34. Use your own words to write definitions for these words.

1. Line _____
2. Color _____
3. Shape _____

Exercise 35. Scan the methods of Design, comment on their classification, choose those that appeal to you most and describe the procedure of method.

Design methods

Assessment criteria

Agreed assessment criteria are useful for taking into account the concerns of multiple stakeholders and selecting ideas.

How

Brainstorm, refine and agree a set of assessment criteria. These need to be structured so that they encourage individual participants to consider the perspectives of other stakeholders when making their assessments.

Being your users

A method to define the expectations of both the client and the design team at the start of a new project.

How

Identify your target user group, then carry out research to identify user scenarios and typical tasks users undertake.

Put yourself in the user's situation for a couple of hours, a day or even a week. Carry out the tasks that they would do, in the environments where they would do them. This could mean, for example, working on a supermarket checkout or driving an unfamiliar car for a week. Make detailed notes or keep a diary to record your thoughts.

Brainstorming

Brainstorming is working together to help you generate ideas more quickly and effectively.

How

Start with a warm-up. Brainstorm a fun problem such as 'How can we get every Monday morning off work?'

State the problem clearly and concisely.

Don't lose anything. Write your ideas on flipcharts, or on the wall. Keep the focus sharp. Keep the ideas flowing, be responsive and keep trying to approach the problem from different viewpoints.

Brainstorming will be most effective if you keep to these ground rules:

- Defer judgment - build on ideas to make them better.
- Don't criticise!
- One conversation at a time.
- Go for quantity - the more ideas the better.
- Have wild ideas - every idea is valid.
- Stay focused on the problem in hand.
- Be visual - draw ideas or represent them with whatever is to hand.

Comparing notes

Comparing notes gets messy things in order and is a useful aid to decision making.

How

Write all your ideas on individual sticky notes. Compare pairs of notes in turn and put the most important one higher up the list. Use the same criteria in each comparison to find the most important notes in each pair. When no more swaps can be made the list will be in order of importance. This method also works for ranking things other than by importance, for instance in order of speed, cost, quality or desirability

Fast visualisation

Visualising ideas will make them easier to understand and modify, and will in turn stimulate new ideas.

How

Get people who can draw to sketch ideas during a group brainstorm.

The drawings don't need to be perfect: they only need to have just enough detail to communicate the idea.

Visuals are then shown to the group and used to stimulate discussion and more ideas. The visualisers themselves are most effective when they are part of a team which also has a facilitator.

Observation

Observation is a design method to identify the problems that can arise when people interact with products, services and environments.

How

Depending on your project, you might want to make general observations of something that already exists - for example, how people move around a shopping centre, or how people in the street use their mobile phones. Or you might need to create specific situations to test a design. This could mean observing how people complete a specified task on a computer in a simulated environment, or observing how people use a prototype of a new product.

Exercise 36. Choose two design methods that you think are the most important for you. Why do you think they are especially important?

Method

Why it is important?

Exercise 37. Give the English equivalents for the following word combinations and use them in sentences of your own.

- сфера діяльності _____
- творча діяльність _____
- художнє конструювання _____
- штучне втілення _____
- цілеспрямовані дії _____
- малюнок _____
- композиція _____
- технічні можливості _____
- вдосконалення навичок _____
- сфера виробництва _____
- формоутворення _____

Exercise 38. Do you think the following sentences are true or false? Write T or F in the brackets.

1. (..)Agreed assessment criteria are not useful for taking into account the concerns of multiple stakeholders and selecting ideas.

2. (..)Comparing notes gets messy things in order and is a useful aid to decision making.
3. (..) Observation is a design method to solve the problems that can arise when people interact with products, services and environments.
4. (..)Visuals are then shown to the group and used to stimulate discussion and more ideas.

Grammar Practice

Exercise 39. Change the following sentences from active to passive voice.

1. Somebody calls the president every day.
2. John is calling the other members.
3. Martha was delivering the documents to the department
4. The other members have repealed the amendment.
5. The delegates had received the information before the recess.
6. The teacher should buy the supplies for this class.
7. Somebody will call Mr. Watson tonight.
8. The fire has caused considerable damage.
9. The company was developing a new procedure before the bankruptcy hearings began.
10. John will have received the paper by tomorrow.

Exercise 40. Put the transitive verbs into the passive voice. Do not mention the agent unless it seems necessary.

1. The milkman brings the milk to my door but the postman leaves the letters in the hall.
2. In future, perhaps, they won't bring letters to the houses, and we shall have to collect them from the Post Office.
3. People steal things from supermarkets every day; someone stole twenty bottles of whisky from this one last week.
4. Normally men sweep this street every day, but nobody swept it last week.
5. The postman clears this box three times a day. He last cleared it at 2.30.
6. Someone turned on a light in the hall and opened the door.
7. Women clean this office in the evening after the staffs have left; they clean the upstairs offices between seven and eight in the morning.
8. We never saw him in the dining-room. A maid took all his meals up

to him.

9. Someone left this purse in a classroom yesterday; the cleaner found it.
10. We build well over 1,000 new houses a year. Last year we built 1,500.

Exercise 41. Put the following sentences into the passive, using an infinitive construction where possible.

1. We added up the money and found that it was correct.
2. I'm employing a man to tile the bathroom.
3. Someone seems to have made a terrible mistake.
4. It is your duty to make tea at eleven o'clock. (Use suppose.)
5. People know that he is armed, (two ways) 30. They suggested banning the sale of alcohol at football matches.

Exercise 42. Open the brackets. Put the verbs into active or passive.

1. Today minerals (form) almost half of Australic's exports.
2. Australia also (export) lots of wood, meat, butter, fruit and wine.
3. Many of these products (export) to the Pacific countries, especially Japan and the West of the USA.
4. Australia (discover) as a market for American products at the end of the 18th century.
5. The first products from the USA (arrive) in Australia in 1792.
6. In the early 19th century Sydney (can/reach) faster from San Francisco than New York (can/reach) from the West Coast.
7. Today Australia mainly (import) machines and computer equipment from the USA.

Brainstorming test

Exercise 43. Choose the most suitable word or phrase to complete each sentence:

1. A type of balance in which both sides of a composition are balanced yet different.
 - A. Asymmetrical
 - B. Radial
 - C. Symmetrical
 - D. Geometric
2. Formal balance is another word for which type of balance?
 - A. Asymmetrical

- B. Radial
C. Symmetrical
D. Geometric
3. Which of the following is another word for "center of interest"?
- A. Focal Point
B. Emphasis
C. Dominance
D. All of the above
4. A plan for selecting colors for a composition is also known as a _____.
- A. Color spectrum
B. Color Wheel
C. Color Scheme
D. Color Mix
5. The circular chart used to remember color relationships is a _____.
- A. Color Scheme
B. Color Wheel
C. Color Ray
D. Color Circle
6. Secondary colors are obtained by mixing two _____ colors.
- A. Neutral colors
B. Complementary colors
C. Primary colors
D. Intennediate or Tertiary colors
7. Colors are said to be contrasting if they are _____.
- A. different in lightness and darkness.
B. light in value.
C. dark in value.
D. bright and intense.
8. Contrast can be created by using _____.
- A. smooth and rough textures.
B. large and small shapes.
C. Plain areas against areas of patterns.
D. all of the above.
9. Cool colors are _____.
- A. Orange, green and purple (or violet).
B. Blue, green and violet (or purple).

- C. Yellow, blue and red.
D. White, black and brown.
10. Warm colors are _____ .
A. yellow, red, and orange.
B. yellow, red and blue.
C. yellow, green and blue
D. orange, purple and green
11. Yellow-orange, red-orange, and yellow-green are examples of _____ .
A. Intermediate or Tertiary colors.
B. Secondary colors
C. Primary colors
D. Triadic colors.
12. Another word for brightness of a color is _____ .
A. Value
B. Intensity
C. Hue
D. Complementary
13. The art element that refers to the sense of touch is _____
A. Value
B. Pattern
C. Texture
D. Shape

*Exercise 44. Do you think the following sentences are true or false?
Write T or F in the brackets.*

1. Monochromatic refers to a painting done in one color. (...)
2. You cannot see through an object or material that is transparent. (...)
3. Negative shape is the background or space around the subject of the artwork. (...)
4. Rhythm is created when visual elements are repeated. Rhythm may be alternating, regular, flowing, progressive, or jazzy. (...)
5. Variation is important in a work of art. Variation is the use of the same lines, shapes, textures, and colors. (...)
6. A related color scheme would be colors that are next to each other on the color wheel. (...)
7. Analogous colors are another term for complementary colors. (...)
8. Red and green are examples of complementary colors. (...)

9. The color plan of red, yellow and blue is an example of a triad color scheme. (...)
10. Unity is obtained by repeating colors and shapes — all parts of a design are working together as a team. (...)
11. Tints of colors may be created by adding white. Pink is a tint of red. (...)
12. Intensity is an art element that means darkness or lightness of a surface. (...)

Exercise 46. Make a presentation about types of design.

Exercise 47. Make a presentation about design's elements.

Exercise 48. Make a presentation about some famous designers of your time.

Exercise 49. List all new words and word combinations which you have learned from this unit.

Exercise 50. Sum up all the information of the unit, add your comments and write summary (20-25 sentences) about the history of design using active vocabulary. Try to avoid copying the text. Get ready to present it orally using the key words as prompts for discussion.

Supplementary Reading

Exercise 51. Read the text “Design as a Shared Activity” and complete the sentences:

1. The nature of design is equally... .
2. Design is essentially
3. The process begins with
4. Yet, design has not always been
5. The work of participants in the process was
6. During the inter-war years the Bauhaus movement
7. Designers came to exist....
8. Such designs were exemplified by ...
9. Recent years have marked
10. Thus it is that design is not....

Exercise 52. Fill in the table below using the information from the texts: Design and art. Design and engineering. Design and production.

Sphere	Role of design
Art	
Engineering	
Production	

53. Write out all new words and word combinations which you have learned from supplementary reading.

Unit 3 **Industrial design**

Essential vocabulary

Exercise 1. Make sure you know the pronunciation and the meanings of given words and word-combinations.

Bauhaus	works of art
applied art	job skills
usability	house wares
comparative	Inspirational
property	Flooring
point of sale	Profits
residential	point of scale
budget	Strive
accessibility	Texture
budget-conscious	boost staff

Exercise 2. Supply synonyms and antonyms for at least 5 words from the word list. Get ready to provide Ukrainian equivalents.

Exercise 3. Make up situations with 5 keywords from essential vocabulary.

Exercise 4. Explain the meanings of the following terms in English:

Bauhaus	Works of art
Job skills	Applied art
Profits	Boost staff
Strive	Budget-conscious
Flooring	Property
Usability	Housewares

Exercise 5. Topic for discussion:

What associations come to your mind when you hear the word "Industrial Design" ?

Exercise 6. Translate the following quotations, choose that are close to your own opinion and comment upon them.

a) "Design is what you do when you don't know what you are doing."

Josef Albers.

b) "...some graphic designers don't just pick colors and take orders for typefaces."

Chip Kidd.

c) "design is a verb, not a noun"

David Kelley

d) "The designer leads a kind of karaoke existence, always singing someone else's song, and never saying what he thinks should be said."

Bruce Mau.

Exercise 7. Read and translate the text.

Industrial Design Definition

Industrial design is a combination of applied art and applied science, whereby the aesthetics, ergonomics and usability of products may be improved for marketability and production. The role of an industrial designer is to create and execute design solutions towards problems of form, usability, physical ergonomics, marketing, brand development and sales. The term "industrial design" is often attributed to the designer Joseph Claude Sinel in 1919 but the discipline predates that by at least a decade. Its origins lay in the industrialization of consumer products. For instance the Deutscher Werkbund, founded in 1907 and a precursor to the Bauhaus, was a state-sponsored effort to integrate traditional crafts and industrial mass-production techniques, to put Germany on a competitive footing with England and the United States.

Exercise 8. Give definitions to the following terms.

1. Industrial design is
2. The role of an industrial designer is

Exercise 9. Read and translate the text.

Process of design

Although the process of design may be considered 'creative', many analytical processes also take place. In fact, many industrial designers often use various design methodologies in their creative process. Some of the processes that are commonly used are user research, sketching, comparative product research, model making, prototyping and testing. Product characteristics specified by the industrial designer may include the overall form of the object, the location of details with respect to one another, colors, texture, sounds, and aspects concerning the use of the product ergonomics. Additionally the industrial designer may specify aspects concerning the production process, choice of materials and the way the product is presented to the consumer at the point of sale. The use of industrial designers in a product development process may lead to added values by improved usability, lowered production costs and more appealing products. However, some classic industrial designs are considered as much works of art as works of engineering.

What Does an Industrial Designer Do?

An **industrial designer** is the person who provides the creativity and vision that often take the ideas or concepts of an inventor or engineer and turn it into a marketable product. His job is to analyze an idea and create an item or product that is consumer-friendly and fills a need. The need may be real or one created by clever advertising and promotion. Industrial designers typically specialize in one product category, such as automobiles, furniture or housewares. They must be imaginative and persistent to communicate their ideas about new product design.

Industrial Designer Job Duties

Industrial designers are responsible for the look of many of the products bought, used and consumed every day. It is the job of an industrial designer to create, plan and style manufactured goods, including automobiles, household products, food packaging, consumer electronics and medical equipment.

On the Job with an Industrial Designer

Industrial designers work with many different specialists, like materials scientists, engineers, marketers and accountants, to create new products. When beginning a project, industrial designers may start with a client meeting in which they advise the product planning team on how existing products can be improved and new ones introduced. They also work with the market research department to assess the product performance characteristics required by consumers and establish visual characteristics that will give the sales team an edge in the marketplace.

Next, the designers may create and sketch several different design ideas and present these options to the client. After the client has decided what ideas are to be pursued, the industrial designers go to work creating computer renderings with CAD programs and graphic design or photo imaging software; they also create 3-dimensional mock-ups to help clients visualize the final results. After the client decides on the final product design, the project moves to the engineering department for the manufacturing process.

Exercise 10. Begin these sentences.

- 1.. .. to create new products.
- 2.. .. painting, sculpture, and architecture.
- 3.. .. and present these options to the client.
- 4.. ..the project moves to the engineering department for the manufacturing process.
- 5.. .. the products bought, used and consumed every day.

Exercise 11. What knowledge do Industrial designers need? What job skills do industrial designers need?

Exercise 12. Read and translate the text.

Interior design is a different discipline to interior architecture and to interior decoration, but there are some overlaps. It makes use of more analytical and user-research skills than interior decoration, but uses a decorator's knowledge of colour, lighting and materials to finish a space. Architects will focus on the technical aspect of designing an interior but an interior designer's creative skills will help them develop architectural elements that enable a client to better use the space.

What is interior design?

Interior design isn't just home decoration. It is concerned with creating functional and beautiful to look at interior spaces in all sorts of places including houses, public buildings and commercial properties such as shops, restaurants, leisure venues and offices. Interior design can also be applied to temporary environments, whether that's pop-up shops that are in existence for just a few months at a time, or show homes and exhibition stands that may simply last days. Anything that has an interior can be designed, redesigned or refurbished.

The imaginative and efficient use of, colour, pattern, texture, light and space is central to an interior designer's practice. Most interior designers concern themselves with all aspects of the design of a space from choosing colour schemes through to selecting interior finishes such as wall coverings, flooring, furnishings and furniture. Some will also step into architect's territory, shaping the structure of the space itself as well as decorating it.

Why is interior design important?

Good interior design will not only make a space look and function better, it can have a significant impact on mood and wellbeing. The application of uplifting colour schemes, well-designed furnishings and furniture and the thoughtful manipulation of light and space, can all make a real difference to how we feel about and in an environment.

It is also an invaluable asset for businesses. An inspirational office interior, for example, can help to raise the profile of a company and boost staff morale at the same time. And it goes without saying that shops, restaurants and leisure venues that are inviting and stimulating inside will potentially draw in more customers, and therefore increase profits.

In all cases, interior design can be used to reflect status, ambition and taste, this is especially true of residential interior design, and at its most effective should increase the value of a property.

Who does interior design?

A range of design professionals work on interior design projects of all shapes and sizes for both commercial and residential clients. And then there are the homeowners who like to do it themselves.

Exercise 13. Write 10 sentences explaining what causes the success of an interior design.

Exercise 14. Role-Play:

Imagine you are going to do an interior design. Answer the following questions:

- Who will be using the space and what are their various needs/requirements?
- How many people will be using the space?
- How long will the space be used for? Days? Months? Years?
- What does the client hope to achieve/gain through commissioning the work?
- What's the budget?
- What's the time scale for completion?

Exercise 15. These are the key words connected with the notion discussed here. Match these words with the appropriate definitions.

comparative	a financial gain, especially the difference between the amount earned and the amount spent in buying, operating, or producing something
flooring	make or become better and develop or increase in mental capacity by education or experience
redesigned	the publicizing of a product, organization, or venture so as to increase sales or public awareness
promotion	design (something) again or in a different way
property	measured or judged by estimating the similarity or dissimilarity between one thing and another; relative
improved	the boards or other material of which a floor is made
profit	something of value, either tangible, such as land, or intangible, such as patents, copyrights, etc.

Exercise 16. a) Do you think the following sentences are true or false? Write T or F in the brackets.

- () Good interior design will make a space look and function better.
- () Through industrial design we communicate with other people, define ourselves in social groups, and thus mark out our individual place in society.
- () Industrial designers work with many different specialists, like materials scientists, engineers, marketers and accountants.
- () When beginning a project, industrial designers can not start with a

client meeting.

() Architects and designers have the same duties and responsibilities.

() Interior design is just about home decoration.

b) Discuss your answers in pairs.

Exercise 17. Translate into English using active vocabulary.

a) Промисловий дизайн – це прекрасна можливість створити унікальний і виразний товар.

b) Промисловий дизайн – це розробка зовнішнього вигляду предмета і його конструкції з елементами ергономіки.

c) Дизайн оснований на особливому творчому методі компонування, метою якого є досягнення якісного ефекту.

d) Терміни ”промислове мистецтво” і “дизайн” є рівнозначними, а тому обидва є повноправними.

e) Технічна естетика – це поняття ширше від “дизайну”, бо включає не лише проектування, конструювання речей, а й охоплює весь процес промислово-технічного виробництва.

Exercise 18. Role-Play: Are you familiar with "design professions"?

Here are some jobs - identify duties and responsibilities for everyone:

Professions	Duties and responsibilities
Interior architect	
Interior stylist or decorator	
Architect	

Exercise 19. Read and translate the text.

Interior Styles



A style, or theme, is a consistent idea used throughout a room to create a feeling of completeness. Styles are not to be confused with design concepts, or the higher-level party, which involve a deeper understanding of the architectural context, the socio-cultural and the programmatic requirements of the client. These themes often follow period styles. Examples of this are Louis XV, Louis XVI, Victorian, Islamic, Feng Shui, International, Mid-Century Modern, Minimalist, English Georgian, Gothic, Indian Mughal, Art Deco, and many more. The evolution of interior decoration themes has now grown to include themes not necessarily consistent with a specific period style allowing the mixing of pieces from different periods. Each element should contribute to form, function, or both and maintain a consistent standard of quality and combine to create the desired design. A designer develops a home architecture and interior design for a customer that has a style and theme that the prospective owner likes and mentally connects to. For the last 10 years, decorators, designers, architects and homeowners have been re-discovering the unique furniture that was developed post-war of the 1950s and the 1960s from new material that were developed for military applications. Some of the trendsetters include Charles and Ray Eames, Knoll and Interior design is a multifaceted profession in which creative and technical solutions are applied within a structure to achieve a built interior environment. These solutions are functional, enhance the quality of life and culture of the occupants, and are aesthetically attractive. Designs are created in response to and coordinated with code and regulatory requirements, and encourage the principles of environmental sustainability.

Exercise 20. Taking into account the information about the different Interior Styles of design point out the assignment every of style.

Styles	Peculiarities
Victorian	
International	
Modern	

Art Deco	
Gothic	

Exercise 21. Read and translate the text.

Different types of interior design

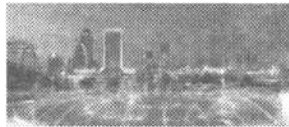
There are several types of interior design, including, but not limited to residential, commercial, accessible design and green design. These types can be defined by what is being designed or by the designer's personal approach, focus or interests. Choosing a designer who works with the type of design you prefer can help you build a positive relationship and create a space that meets not only your needs, but your hopes as well. Moreover, working with the right type of designer for your space can help you stay within budget.

Residential



Residential interior design is focused on living spaces. These designers work to create livable and comfortable apartments, houses or rooms. Concerns such as storage, family life and functionality should all come into play when working with a residential designer. Fabrics, materials and finishes should be chosen to fit into your lifestyle.

Commercial



Commercial interior design is focused on business spaces, including offices, lobbies and restaurants. Flow of traffic, integration of business equipment, and customer comfort should all be taken into account by a commercial interior designer. Commercial designers are also more comfortable handling larger scale spaces and creating a unified

appearance in multiple commercial spaces.

Green and Environmental Design



Some designers have chosen to focus on environmentally friendly design and materials. This type of design can be residential or commercial, and some designers are comfortable working with both types of design. Some green designers can assist you in sourcing resources for eco-friendly lighting, plumbing options and air filtration. If an environmentally friendly space is your priority, this is the type of design best suited to your needs.

Accessibility



Some interior designers have chosen to focus on creating spaces that can be used and enjoyed by people with varying abilities and needs. Concerns for this type of interior design include kitchen or bath functionality, allowing ample access for wheelchairs and mobility devices and making spaces work for everyone in a family or workplace.

Budget



Some designers focus specifically on creating low cost spaces. This type of design might even strive to use what you already own to rework your home or office without substantial costs. Consider a budget-conscious designer if you are looking for a consultation instead of full service design, if you prefer a do it yourself approach or simply need to keep your costs well in check.

Exercise 22. Study the types of interior design, comment on their classification.

Grammar Practice

Exercise 23. Use **like+ing** or **not like + ing** with the verbs in brackets.

1. I (*listen*) **don't like listening** to classical music because I think it's boring.
2. My sister (*sing*) _____ in the bathroom because it makes her happy.
3. My brother (*play*) _____ with his dog because he loves his dog a lot.
4. My sister and my brother (*do*) _____ homework because they think it's nonsense
5. My father (*drive*) _____ his car fast because he thinks it's very dangerous.
6. Children (*watch*) _____ funny films because they make them happy.
7. My sister (*watch*) _____ football games because she thinks football is not interesting.
8. My brother (*go*) _____ to school by bus because they are always crowded.

Exercise 24. Write true sentences using like/ enjoy/ hate/ not mind with a verb+ing.

1. My father _____ cigarettes.
2. My mother _____ dinner in a restaurant.
3. I _____ with you in the same room.
4. We _____ TV on Sundays.
5. I _____ my bicycle in the country.
6. My friends _____ fast-food.
7. The teacher _____ in a noisy class.
8. I _____ at the bus stop.
9. My mother _____ football matches.

Exercise 25. Complete the following sentences with your own words, using a gerund after the preposition.

1. I succeeded in _____ .
2. The English teacher began the lesson by _____ .

3. You should read the questions carefully before _____ .
4. I can't slice the bread without _____ .
5. The student apologized for _____ .
6. We are sorry for _____ .
7. I am not used to _____ .
8. Is she clever at _____ ?
9. The old woman thanked me for _____ .
10. Do you ever go to bed without _____ ?

Exercise 26. Put the following sentences into the passive, using an infinitive construction where possible.

1. We added up the money and found that it was correct.
2. I'm employing a man to tile the bathroom.
3. Someone seems to have made a terrible mistake.
4. It is your duty to make tea at eleven o'clock. (Use suppose.)
5. People know that he is armed. 6. Someone saw him pick up the gun.
7. We know that you were in town on the night of the crime.
8. We believe that he has special knowledge which may be useful to the police, (one passive)
9. You needn't have done this.
10. It's a little too loose; you had better ask your tailor to take it in. (one passive)

*Exercise 27. Fill in the blanks using the infinitive form of the verbs in the list: **listen, watch, buy, laugh, get, hear, carry, lend, know, go, see.***

1. It was a funny story. It made everyone _____ .
2. I'd rather _____ TV than _____ to the radio.
3. Did you decide _____ to Paris for you holiday?
4. My father promised _____ a bike for my birthday.
5. I hope _____ a letter from Mary this week.
6. The old woman wanted the boy _____ her suitcase.
7. I think you'll be surprised _____ the news.
8. When I learn this address, I'll let you _____ .
9. You have got a temperature. You had better _____ the doctor.
10. I refused _____ him any money because he never pays it back.

Exercise 28. Rewrite these sentences using the infinitive.

Example: Playing tennis is fun. — It is fun to play tennis.

1. Traveling by train can be boring. - It's _____
2. Repairing this car is not easy. - It _____
3. Refusing invitations is not always easy. - _____
4. Renting a limousine is expensive. - _____
5. Learning a language takes a long time. - _____

Exercise 28. Rewrite these sentences using too or enough.

Example: a) It's very cold. I can't play outside.

It's too cold (for me) to play outside, b) It's warm. We can play outside.

It's warm enough to play outside.

1. Mr. Adams is very old. He can't do this work. _____
2. I'm very busy. I can't do it now. _____
3. He is tall. He can paint the ceiling. _____
4. This problem is easy. Everybody can solve it.
5. He is very excited. He can't talk. _____
6. She is very fat. She can't buy ready-made clothes.
7. He is clever. He can understand what you say.

Exercise 30. Complete the sentences.

1. My father has enough money _____
2. My mother isn't strong enough _____
3. Today the weather is warm enough _____
4. This chair isn't comfortable enough _____
5. That problem isn't easy enough _____

*Exercise 31. Combine the following sentences using
adjective+enough+infinitive or enough+noun+infinitive.*

1. He didn't have much time. He couldn't finish his homework.
He didn't have _____
2. She is clever. She can answer your questions.
She is _____
3. The boy doesn't earn much money. He can't live in a big city.

The boy doesn't _____

4. There isn't much sugar in my tea. I can't drink it.

There isn't _____

5. I'm not rich. I can't buy a Rolls Royce.

Brainstorming test

Exercise 32. Choose the best answer to each question.

1. Which wardrobe style best reflects the real you?
 - A. Casual, informal, relaxed.
 - B. Trendy, sophisticated, sleek.
 - C. Classic, formal, elegant.
2. Which would be your ideal way to entertain?
 - A. A barbecue with friends.
 - B. A cocktail party with fine wine, trendy drinks and hors d'oeuvres.
 - C. An elegant multi-course dinner party.
3. Which piece of furniture matches your taste the best?
 - A. An overstuffed reclining chair.
 - B. A white leather sectional sofa.
 - C. A wing chair.
4. Which type of book or magazine are you likely to pick up first at a bookstore?
 - A. Cooking and recipes.
 - B. The latest in architectural design.
 - C. History and fine antiques.
5. Which fabric pattern would you choose if you could only select one?
 - A. Neutral color with subtle geometric pattern.
 - B. Solid color woven design.
 - C. Floral print design.
6. Which piece of art would be your favorite?
 - A. A display of collectible clown figurines.
 - B. An African masks.
 - C. An oil painting of classical music instruments.

Now total up the number of responses for each letter:

A. _____

B. _____

C. _____

If most of your answers to this quiz were "A", your decorating style

leans toward **Casual**. You prefer your home to be simple and warm. Your upholstery is soft and round, and fabrics are usually in earthy or neutral colors.

If most of your answers to this quiz were "B", your decorating style leans toward **Contemporary**. You prefer a sleek, sophisticated design with clean lines. Accessories are minimal, but what you have could be described as elegant simplicity. Some may consider your home to be cold and stark. There may be lots of glass and stainless steel. Your choice in colors may range from black and white to bold and vivid.

If most of your answers to this quiz were "C", your decorating style leans toward **Traditional**. Your furniture and furnishing are comforting and classic. There may be a mix of old world styles such as Queen Anne, 18th Century Chippendale, Hepplewhite, and Sheraton. Your colors are typically soft and you are undoubtedly a lover of antiques.

If your answers to this quiz were a good mix of two or all three letters, **your decorating style is Eclectic**.

Exercise 33. Do you think the following sentences are true or false? Write T or F in the brackets.

1. The role of an industrial designer is to create and execute design solutions towards problems of form, usability, physical ergonomics, marketing, brand development and sales. (...)
2. The use of industrial designers in a product development process may reduce production costs and appealing products. (...)
3. Good interior design will not only make a space look and function better, it can have a significant impact on mood and wellbeing. (...)
4. The terms "style" and "design" have different meanings. (...)
5. Commercial interior design is focused on business spaces, including offices, lobbies and restaurants. (...)

Exercise 34. Make a presentation about industrial designer's job.

Exercise 35. Make a presentation about types of interior design.

Exercise 36. Make a presentation about interior styles.

Exercise 37. List all new words and word combinations which you have learned from this unit.

Exercise 38. Sum up all the information of the unit, add your comments and write summary (20-25 sentences) about industrial design using active vocabulary. Try to avoid copying the text. Get ready to present it orally using the key words as prompts for discussion.

Supplementary Reading

Exercise 39. Read the text about industrial design and answer the following questions:

1. Why industrial design should be protected?
2. How can industrial design be protected?
3. What cannot be protected by industrial design rights?
4. What rights are conferred by industrial design protection?
5. How extensive is industrial design protection?

40. Give your own titles to the texts.

41. Write out all new words and word combinations which you have learned from supplementary reading texts.