艺术设计 Art Design专业英语 English

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前言

如今,英语变得越来越重要了,尤其是中国加入 WTO 之后,许多专业书籍都是以英文形式出版的,而且在众多的国际学术会议上,英语也已经成为通用语言。随着专业基础课或专业课学习的进一步深入,本科生在完成基础英语的学习之后,自然就开始接触专业方面的英文资料。然而面对英文版本的专业书籍或专业杂志,大多数艺术设计专业的学生都会一筹莫展。即使是专业知识还不是非常深奥的书刊,学生们仍然会感到似懂非懂、理不出清晰的头绪。因此,专业英语的教学就显得很有必要了。但就目前情况看,国内缺乏适用于艺术类学生的比较系统且全面的教材。本教材的编写将有助于提高艺术类学生的阅读兴趣,帮助他们掌握专业词汇,并为其提供日常工作查询所需要的外文资料。

本书目的在于提高艺术设计专业学生及从业者阅读英文资料和用英文书写专业材料的能力。针对学生熟悉的专业知识选取各章内容,以利于学生快速理解。本书包括四章,每一章均由文章正文、专业词汇、练习以及课后阅读共四部分组成,书后还附有翻译及答案和艺术类专业词汇。

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由于时间仓促、编者水平有限、不足之处敬请批评指正。

编者

2008年6月

contents

Cha	pter	one Design Fundamentals	A
·	1.1	Art and Design /1	U
		1.1.1 Concerning Art /1	
		1.1.2 Product Design and Art /3	
	1.2	Purposes of Art /5	
		New Words and Phrases /10	
	1.3	Drawing /12	
		New Words and Phrases /15	
	Exer	cises /17	
	After	r-class Reading /21	
Cha	pter	two Dimensional Form	-26
	2.1	Two Dimensional Form /26	
		New Words and Phrases /28	
	2.2	Three Dimensional Form /30	
		New Words and Phrases /31	
	2.3	Two Dimensional Illusion of Three Dimensional Form /32	
		New Words and Phrases /38	
	Exer	rcises /40	
	Afte	r-class Reading /44	
Cha	pter	three Decorative Art	-4 9
	3.1	The Victorian Background /49	
		New Words and Phrases /51	
	3.2	Early Art Decoration(1911 — 1929) /52	

contents

New	Words	and I	Phrases	/54
1464	vvulua	anu	1110555	/

- 3.3 Late Art Decoration(1930 1946) /55
 New Words and Phrases /56
- 3.4 Post War /57
 - 3.4.1 The New Look(1930 1946) /57
 - 3.4.2 St. Laurent(1955 1963) /58

New Words and Phrases /59

Exercises /60

After-class Reading /64

Chapter four Concerning Articles

-68

- 4.1 Ceramics /68

 New Words and Phrases /71
- 4.2 Wood /73

 New Words and Phrases /77
- 4.3 Glass /79

 New Words and Phrases /82
- 4.4 Principles of Design /83
 - 4.4.1 Proportion /83
 - 4.4.2 Balance /85

New Words and Phrases /86

Exercises /87

After-class Reading /91

课文翻译及答案 艺术类专业词汇附录





Chapter one Design Fundamental

1.1 Art and Design

1.1.1 Concerning Art

Art is explained in *Phrase Provenance* that it is an ideology that reflects social life and represents artists' thoughts by figuring images.

Art originated from human's practice of social labor, and is a reflection of a certain social life in people's minds.

Art is human's active cognition on objective nature, seeking individuality from generality, seeking newness, difference and creation from commonness. In other words, with the variety, art isn't be limited by its way, form and material, and can create a more



画家的房间 梵高 画布油彩

harmonious and perfect world than the real one is. In the process of creation, it shows the world of human's spirits.

Socrates once said: "Artist makes proper arrangements of everything, and makes one part of the object harmonize with other parts, until he creates the entirety in regulation and sequence."

Li Zhengdao holds the view that ,with a creative manner,art rouses people's emotions hidden deeply in their consciousness or sub-



consciousness, so the more precious those emotions are, the stronger they be roused; the more universal the reflection is, the more excellent art is.

The original motive force for the development of art design lies in people's unceasingly pursuit for beauty. In the history of human design, science and technology always connect with people's lives by the way of combining with art. The result from art design not only is mental pleasure and enjoyment, but also changes people's lifestyle. By way of art design, we can enhance the aesthetic additional value of products, thus make more economic benefits.

The famous writer Flaubert in 19th century once mentioned of the relationship between art and science and made a vivid trope that the more our society developed, the closer art and science would be. They departed at the foot of the mountain and then met at the top of it.

Consumer goods of different nations in different times contain different aesthetic taste, aesthetic ideal and aesthetic pursuit, and show different national characters, national psychology and people's different pursuits for self-realization.

The development of art design is not isolated. Art design must absorb the latest developed results of other sciences continuously. And art design influences people's lifestyle. Nowadays, as the information time representative with computer network has come, the social economic activities have gradually changed to the forms of information manufacturing, information processing and information spreading, which provides a wider space for the development of art design.

Art originates from life, surpasses life, and is widely used in all aspects of life.

1.1.2 Product Design and Art

Essential task of human design is to endow both substantial and psychic meaning to products. Along with development of production and dividing of the social works, design and art began separating and turning into two individual systems, one of that is different from another. On the other hand, there are mutual affection, penetration and

action between design and art.

With development of society, people get more and more exigent on life quality, which brings forward higher requirements for product design. In one side, because appearance of product has strong attarction in vision, consumer's aspiration for originality, characteristic and renovation should be taken into account in product design. In another side, elaborate modeling of product can harmonize function, structure, material and figure of product and bring out the best in each other. It can also reflect immanent characteristic and charm of product, so that attract consumers to select product immediately. Successful product is a combination of



有鲜花装饰的手包

both beauty in applicability and that in appreciation.

Human ability of appreciation is an integrated embodiment of aesthetic sense and ability of tasting beauty. It is also an inner scale for people to judge beauty or ugliness. Industrial designers should en-

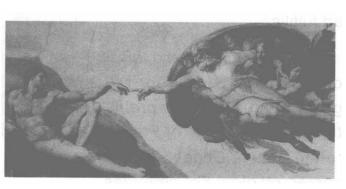
courage themselves to detect and pursue beauty in art and savvy the connotation of art indeed. They should educate themselves with art widely and systematically. It is vital for designers to improve the percipient capability and cultural grade on art, to cultivate sensitivity, purity and comprehensive taste of art. All of these ensure that designers succeed.



新艺术风格家具设计 欧仁・加亚尔

1.2 Purposes of Art

Art is created and enjoyed by many people for many reasons. However, one of the things that art does is extend and expand our shared common visual language. When new visual ideas are first introduced by the artist, they are often seen as shocking, and



创造亚当 米开朗基罗 壁画 1512

perhaps even as incomprehensible. However, with time, the best and most effective of these ideas are accepted. There is nothing harder than trying to grasp what was shocking or illuminating about certain

加冕 大卫

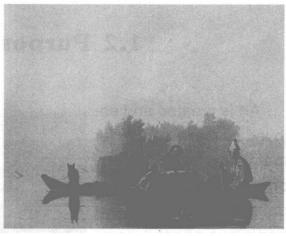
布面油画,931×610cm,1805—1807 这是帝政时期新古典主义绘画最重要的代表作,画面 忠实地记录了1804年12月2日,拿破仑在巴黎圣母院 举行加冕仪式的场景。



images, or ways of making images, once the shock is gone, and we have all absorbed this bit of visual data into our own vocabularies. Artists show us new ways to see familiar things, and how to interpret new situations and events through various kinds of visual shorthand. This creation of visual lan-

guage may be the artist's intention, or it may be a side effect of other purposes. So what are some of the purposes that art fulfills?

Probably the oldest purpose of art is as a vehicle for religious ritual. From the prehistoric cave paintings of France, to the Sistine Chapel, art has served religion. For centuries, the Church was the primary pa-



毛皮商人航行于密苏里河 宾汉・乔治 布面油画,74×92 cm,1845

tron of artists. In traditional societies even today, the primary purpose of art is religious or ceremonial.

Art may also serve as a commemoration of an important event. The event may be of major historical importance, such as the coronation of Josephine by Napoleon as recorded by the artist David, or it

may be important only to the participants, like the image of a wedding or a baptism.

Art has often served as propaganda or social commentary. Propaganda images are attempts to persuade us toward particular viewpoints or actions promoted by public or private institutions such as political parties, lobbyists, governments,

米勒 布面油画, 83×110 cm, 1857



or religious groups. The propaganda purpose may be one we approve of, such as World War II efforts to get women behind the war, as epitomized in Norman Rockwell's Rosie the Riveter. It might also be a purpose we disapprove of. In either case, the power of visual images has frequently been used to persuade masses of people to accept beliefs, take action, or follow leaders. The artist as social commentator may simply make us more aware of the human condition as he/she perceives it, without suggesting particular action. All societies engage in propaganda, but here are some links to propaganda art created in China, and by the Allies during World War I and during

World War II.



圣稳瑞莎的幻觉 贝尼尼 大理石, 350 cm, 1646—1652

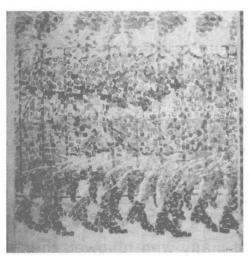
Art may be simply a means of recording of visual data — telling the "truth" about what we see. After the Renaissance, artists became preoccupied with new ways of capturing reality such as the use of linear perspective, and the realism possible through the use of oil painting technique. In time, artists like Courbet and Cezanne (and many who followed them) began in various ways to challenge the basic idea of what it is for an image to be true and real.

Art can also be seen as pleas-

ing the eye—creating beauty. Yet the idea of beauty, like that of truth, has been challenged in the modern era. At one time, the artist was



玛丽莲・梦露 沃霍尔・安迪 绢印孔版纸, 91.5 × 91.5 cm, 1967



在阳台上奔跑的少女 巴拉 画布油彩, 125 × 125 cm, 1912

expected to portray perfection—lofty and noble ideals of beauty. Yet as society became more industrialized and democratic, many thoughtful people began to broaden their notions of what could be beautiful. For example, Rembrandt could celebrate the tactile quality of paint and color in his picture of a side of beef, and Courbet and Millet could see beauty in the life of ordinary peasants.

Art is also a powerful means of storytelling. This was a common device of religious art of the Middle Ages, for example' in the frescoes by Giotto from the Church of San Francesco de Assisi, where sequences of panels were used to tell stories from the Scriptures or lives of saints. It is also the great gift of Norman Rockwell, who had the ability to tell powerful and subtle stories about ordinary people and events, in just one picture. A picture is truly worth a thousand words.

Art can also convey intense emotion. The expressive power of art can be seen in literal ways in the capturing of facial expression and body language. Certain religious art, and the works of expression-



ists such as Munch or Kirchner are charged with powerful emotions. Picasso, in works such as *Guernica* (also an example of powerful social commentary and storytelling) is able to communicate intense emotions. This is accomplished variously by use of dramatic or exaggerated color, light, form, and/or other elements.

One of the primary functions of art is to interpret the subject matter at hand. Subject matter does not change all that much over time. Although new subject matter has evolved, the human condition, nature, and events still continue to capture the attention of artists. The media used have changed relatively little; though new materials have appeared in this century, the conventional media continue to be used. Nor can we say that the quality or artistic merit of art works has increased or lessened with time. However, throughout the course of history as society has changed, so also has the interpretation of specific subject matter. A portrait executed by Matisse in 1907 could not be confused with one done by Van Dyck in the 1630s. Even landscape is reinterpreted in the context of a changing world. Each work is an expression of the subject in the context of the values, culture, and events of its specific era.

1.visual
2.artist
3.incomprehensible
4.interpret
5.shorthand
6.vehicle
7.religious
8.ritual
9.religion
10.ceremonial
11.commemoration
12.event
13.participant
14.baptism
15.propaganda
16.commentary

16.commentary
17.viewpoint
18.public
19.private institution
20.lobbyist
21.social commentator
22.aware of
23.perceive
24.engage in
25.recording of visual data
26.Renaissance
27.preoccupy

adj.视觉的、形象的
n.艺术,艺术家
adj.不能理解的
v.解释,说明
n.速记
n.交通工具, 传达手段
adj.宗教上的; n.僧侣
n.典礼,仪式; adj.典礼的
n.宗教,信仰
n.仪式; adj.正式的
n.纪念,纪念会
n.事件
vt.参与,参加
n.浸礼,严峻考验
n.宣传
n.注释,解说词
n.观点
n.公众,公共场所; adj.公共的,公众
约
n.私人教师, 家庭教师
n.说客
社会交往
知道,明白
vt.觉察; v.感知
v.使从事于,参加

视觉形象记录

n.复活, 文艺复兴

28.capturing v. 使全神贯注, 迷住 29.linear n.战利品 30.realism adj.直线的 31.creating beauty n.现实主义 32.portray 创造美丽 33.loftv v. 描绘 34.democratic ad.i.高高的、崇高的 35.storytelling adj. 民主的, 民主主义的 36.device adj.说故事,说谎话 n.设计,图案 37.panels 38.saints n.面板、嵌板; v.嵌镶板 39. subtle n.圣人、圣徒 40.convey intense emotion adj. 敏感的, 微妙的 41.expressive 传达强烈的情感 ad.i.表现的、有表现力的 42.literal ad.j.文字的、照字面上的 43.expressionist 44.accomplish ad.j.表现主义的; n.表面派作家 45.dramatic vt.完成,达成 46.exaggerate ad.j.戏剧性的,生动的 47.element v. 夸张, 夸大 n.元素,要素,成分 48 function 11 n.功能、职责; vi.运行、活动 49 evolve v.使发展、使进化 50 material 51.conventional media n.材料、素材; ad.j.物质的, 具体的, 重要的 52.merit 传统媒体

n.优点,价值; v.有益于

n.上下文, 文章的前后关系

与……相混淆

第 计

53.be confused with

54.context