

# 艺术设计

Art Design 专业英语  
English

主 编：周艳芳

副主编：张 平 邬明晶 刘 辉 赵春雨  
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前言 ..... 1

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。

由于时间仓促，编者水平有限，不足之处敬请批评指正。

2008 年 6 月

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课文翻译及答案

艺术类专业词汇附录

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### 1.1.1 Concerning Art

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

## 画布油彩

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 attraction 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

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 encourage 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.



## 欧仁·加亚尔

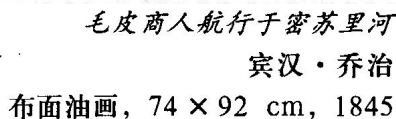
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perhaps even as incomprehensible. However, with time, the best and most effective of these ideas are accepted. There is nothing harder than trying to grasp what was shocking or illuminating about certain

加冕 大卫

布面油画, 931 × 610 cm, 1805—1807

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 patron of artists. In traditional societies, the primary purpose of art is religious or ceremonial.



拾穗  
米勒  
布面油画，83 × 110 cm，1857

A black and white photograph showing two people, likely women, bent over in a field, possibly harvesting or planting. In the background, there are trees and a small cluster of buildings, suggesting a rural setting.

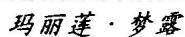
## World War II.



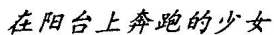
大理石, 350 cm, 1646—1652

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 pleasing 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



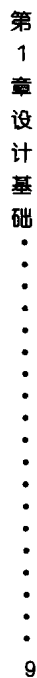
绢印孔版纸, 91.5 × 91.5 cm, 1967



画布油彩，125 × 125 cm，1912

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-



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.

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|-----------------------------|--------------------------|
| 1.visual                    | adj.视觉的, 形象的             |
| 2.artist                    | n.艺术, 艺术家                |
| 3.incomprehensible          | adj.不能理解的                |
| 4.interpret                 | v.解释, 说明                 |
| 5.shorthand                 | n.速记                     |
| 6.vehicle                   | n.交通工具, 传达手段             |
| 7.religious                 | adj.宗教上的; n.僧侣           |
| 8.ritual                    | n.典礼, 仪式; adj.典礼的        |
| 9.religion                  | n.宗教, 信仰                 |
| 10.ceremonial               | n.仪式; adj.正式的            |
| 11.commemoration            | n.纪念, 纪念会                |
| 12.event                    | n.事件                     |
| 13.participant              | vt.参与, 参加                |
| 14.baptism                  | n.浸礼, 严峻考验               |
| 15.propaganda               | n.宣传                     |
| 16.commentary               | n.注释, 解说词                |
| 17.viewpoint                | n.观点                     |
| 18.public                   | n.公众, 公共场所; adj.公共的, 公众的 |
| 19.private institution      | n.私人教师, 家庭教师             |
| 20.lobbyist                 | n.说客                     |
| 21.social commentator       | 社会交往                     |
| 22.aware of                 | 知道, 明白                   |
| 23.perceive                 | vt.觉察; v.感知              |
| 24.engage in                | v.使从事于, 参加               |
| 25.recording of visual data | 视觉形象记录                   |
| 26.Renaissance              | n.复活, 文艺复兴               |



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