



教育部职业教育与成人教育司推荐教材
中等职业学校服装类专业教学用书

Vocational Education

English

职业英语系列 —— 服装英语

中等职业学校职业英语教材编写组 编



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前言

本教材是教育部职业教育与成人教育司推荐的中等职业学校服装类专业英语教材,可供中等职业学校或高等职业院校服装类专业及相关专业学生第三或第四学年使用,也可供服装行业岗位培训和自学者选用。

本教材以培养应用型人才为目的,结合服装类专业学生毕业后实际工作岗位技能的需求,向学生提供其未来工作岗位所需的服装行业的英语知识与技能训练。

本教材在编写前对中外服装设计和制造的工艺流程进行了大量调研,在编写中改变了以往教材按照学科体系进行编写的方法,本着学习与工作一体化的原则,根据服装行业的主要特性及工艺流程,在体例编排上尽量体现工作过程导向的思想。教材内容包括:设计灵感的产生、设计图纸的完成、服装打版方法及其技巧、样衣制作、面料选择、缝制技巧、服装配饰、服装展示、市场营销、品牌意识、作品集的收录、服装职业前景的分析与预测等。教材内容不仅围绕工作过程展开,同时还涉及建立品牌意识、了解服装职业前景等相关知识,为学生进入该行业打好基础。

本教材具有如下特色:

1. 反应服装产业发展现状及其前景

本教材在市场调研的基础上以实例的形式深入浅出地介绍了服装设计与制作,服装面料的选择与设计,手工与机器缝制技巧等服装领域各个环节的专业基础知识,并在此基础上提供了丰富的关于服装配饰、服装流行趋势与展示、销售策略等方面的最新学习资料。这些资料信息量大,生动有趣,富有鲜明的时代特色。

2. 职业特色鲜明

教材编写突出职业英语的特点,尽可能将语言活动设置在真实场景中。例如,在学习“设计灵感产生”这一单元时,其中一项教学内容是让学生根据所搜集到的素材介绍灵感来源,并结合所学专业,将灵感以草图形式表现出来。这样,学生不仅提高了语言的运用能力,还加深了对未来工作任务的了解,强化其专业知识技能,满足未来工作需求。

3. 选材真实、内容实用

全文选材真实,语言地道,内容生动、实用,既能反应服装设计、制作、销售的工作过程,又能突出训练学生动手、动口能力。语言难度贴近中职学生的水平和需求。

教学建议:

1. 课时安排

通过教学实验,我们建议每个单元安排4~6课时,即词汇及听力2课时,阅读及语言知识2课时,会话及活动2课时。

2. 单元教学建议

本教材共12个单元。每个单元包含八个部分。

第一部分: Vocabulary, 这部分内容主要是介绍与本单元有关的一些专业英语词汇,以听力选择的形式呈现,旨在引导学生通过学习词汇了解本单元学习的主题。

第二部分: Listening, 这部分内容先以完整对话的形式呈现, 以降低学习的难度, 再通过练习的形式帮助学生提高听力水平。

第三部分: Reading, 在这部分内容中主要介绍与主题有关的一些服装领域的知识, 例如, 如何捕获设计灵感、如何以草图的方式展现设计灵感、服装打版的两种方法及技巧、样衣制作的方法、服装缝纫的技巧等, 再通过阅读理解等形式的练习检测学生的阅读能力。

第四部分: Speaking, 这部分内容是在学习前三项内容的基础上围绕专业知识进行的小组讨论活动。学生可以借助字典、工具书甚至网络资源等介质完成学习任务, 必要时也可以适量使用中文。在整个学习过程中, 教师应及时给予指导。

第五部分: Language study, 对语言知识的训练旨在提高学生的实际运用水平。

第六部分: Act it out! 以工作任务的形式出现, 每个任务均为服装设计及其制造的一个工作环节。学生完成任务时以动口、动手操作为主, 教师给予学生充分的语言、技术指导, 可以允许学生用适量中文进行必要的交流。各单元工作任务环环相扣, 前面的任务为后面的任务作铺垫, 例如在教授完第一单元设计灵感的产生时, 该单元的任务要求是让学生搜集并介绍设计灵感, 在第二单元的学习任务就是根据自己的设计灵感以草图的形式表现自己的设计灵感; 直至学完本教材时请学生将自己最终完成的成衣作品进行展示、确定品牌, 制定营销策略等。

第七部分: Reading for more, 这是对各单元学习内容的补充, 可作为选读内容。教师应鼓励学生自学或在教师指导下学习。

第八部分: Self-check, 通过学生自我测试, 检测学习效果。

3. 评价方式

建议在使用本教材时改变以往传统的评价方式, 教师可以学生每次完成的工作任务及最终展示的作品、课堂学习态度等作为考核的内容与方式。

本教材由北京电子科技职业学院陈开宇担任主编, 参加编写的还有杭州市服装职业高级中学刘雪蓉, 大连模特艺术学校刘敏。陈开宇承担了本教材第二、三、五、六、十一、十二单元的编写工作以及其他单元的部分编写工作, 并对全书进行了统稿; 刘雪蓉承担了本教材第一、四、九、十四单元的部分编写工作; 刘敏承担了本教材第七、八单元的部分编写工作。北京电子科技职业学院王明杰、田方两位老师对教材的编写提纲提出了大量修改建议。北京石油化工学院王笃勤副教授、北京第二外国语学院美籍外教 Robert Scott Searer 对书稿进行了审阅。本教材在编写过程中还得到了北京教育科学研究院刘卫珍、杭州市职业技术教育研究中心林海燕、大连教育学院于红三位老师的大力支持, 在此一并表示感谢。

限于编者的经验和水平, 难免有疏漏和失误之处, 敬请同行专家和读者批评指正。

编者

2009年12月

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Unit

1

A Design Inspiration

Vocabulary

1. Listen and choose the correct word in the box for each picture.

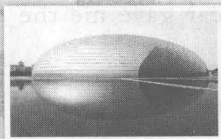
Where can you find inspiration?

theater
fabric swatch

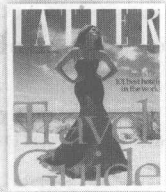
photography
trimming

graphics
magazine

exhibition
color palette



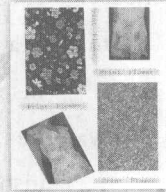
A



B



C



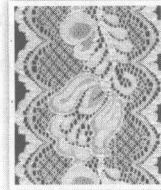
D



E



F



G



H

2. Read the words again and fill in each blank with the correct word.

- 1) A _____ is a building where plays are performed on a stage.
- 2) An _____ is a collection of pictures, sculptures or other things displayed in a public place.
- 3) The _____ on a piece of clothing are extra parts added for beauty or decoration.
- 4) A fabric _____ is a small piece of cloth used as an example of larger piece.
- 5) _____ are drawings and pictures that are made using simple lines and sometimes strong colors.

Listening

Mary: Wow! So cool! How wonderful your design is!

Tim: Really? I am happy you like it.

Mary: Where did you get the inspiration for it?

Tim: I got it from a car.

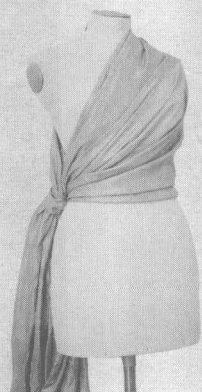
Mary: A car? Are you kidding, Tim?

Tim: Ha ha. The beautiful and clear lines of a car gave me the inspiration.

Mary: Yeah. You are so great! It's always difficult for me to find inspiration.

Tim: Well, I think inspiration is everywhere. Once you find something new, you'd better take notice as soon as possible. Use your eyes and follow your heart, then you can find what you want.

Mary: Yeah, you are very helpful. Thank you very much.



1. Listen to the dialog and tick the right picture according to the dialog.

Where did Tim get his inspiration?



A



B



C



D

2. Listen to the dialog again and decide if the following sentences are True (T) or False (F).

T

F

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | 1) The beauty and the color of the car gave Tim the inspiration. |
| <input type="checkbox"/> | <input type="checkbox"/> | 2) Mary didn't believe that the inspiration for Tim's design came from a car. |
| <input type="checkbox"/> | <input type="checkbox"/> | 3) Both Mary and Tim can be inspired to design different styles. |
| <input type="checkbox"/> | <input type="checkbox"/> | 4) Tim thinks everything can inspire people to create. |
| <input type="checkbox"/> | <input type="checkbox"/> | 5) Mary gets some help from Tim. |

3. Listen to the dialog again and complete the sentences with the expressions in the box.

- | | |
|----------|-------------------------------|
| A | as soon as possible |
| B | The beautiful and clean lines |
| C | find the inspiration |
| D | get inspiration |
| E | How wonderful |

1) Where did you _____?

2) _____ of a car brought me the inspiration.

3) I always find it difficult to _____.

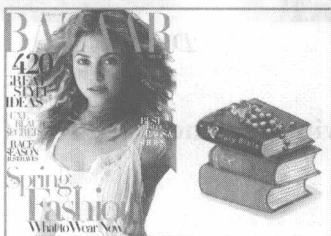
4) _____ your design is!

5) Once you find something new, you'd better take notice _____.

Reading

Before You Read

Look at the following pictures. What inspiration can you get from each picture?



A



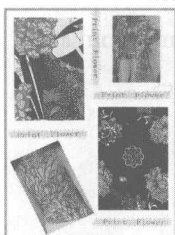
B



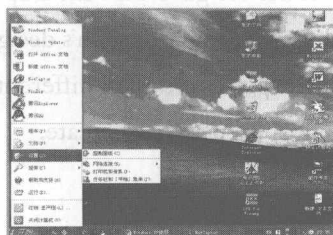
C



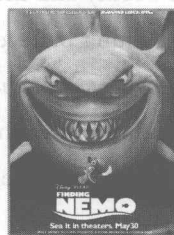
D



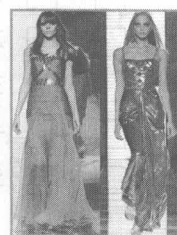
E



F

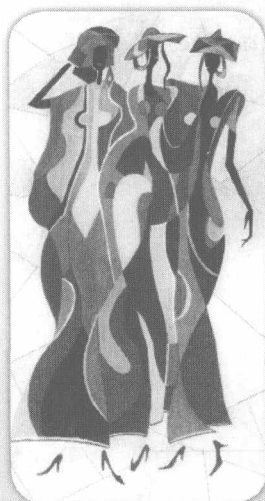


G



H

Sources of Design Inspiration



For a designer inspiration can be drawn from almost everywhere. Books and magazines, exhibitions, art shows, world happenings, theaters, music, dance, Internet, family photographs and world travel are all sources of design inspiration.

Books and magazines can often help us find information and show us photographs of different styles. Newspapers are a good source of up-to-date design trends, catwalk news and fashion comment. Trade magazines provide information on new developments in fabric technology.

Exhibitions: Any exhibition can be inspiring. During the last 30 years there have been exhibitions of Native American, Mexican, Egyptian and French art. They have had a direct influence on fashion design.

Experiencing different cultures provides inspiration.

Graphics and photography: These can provide a rich source of

inspiration both for design and illustration purposes.

Raw materials: The raw materials in themselves can be the main source of inspiration — fabric swatches, color palettes, trimmings, old wallpapers, antique fabrics.

A good designer knows how to read clues from the sources and produce designs that are fresh and unique.

Words & Expressions

inspiration /ˌɪnspeɪ'reɪʃn/ *n.* 灵感

exhibition /ˌeksɪ'bɪʃn/ *n.* 展览会

source /sɔːs/ *n.* 资源

line /laɪn/ *n.* 细线; 线条

photograph /'fəʊtəɡrɑːf/ *n.* 照片

trend /trend/ *n.* 趋势

catwalk /'kætɔːk/ *n.* (时装表演时模特走的) 伸展台

comment /'kɒment/ *n.* 评论

fabric /'fæbrɪk/ *n.* 面料

technology /tek'nɒlədʒi/ *n.* 技术

influence /'ɪnfluəns/ *n.* 影响, 作用

graphics /'græfɪks/ *n.* 图样, 图案

photography /fə'tɒɡrəfi/ *n.* 照相术, 摄影

illustration /ˌɪlə'streɪʃn/ *n.* (书、杂志等中的) 图表, 插图

palette /'pælit/ *n.* 调色板

trimming /'trɪmɪŋ/ *n.* 装饰品, 镶边饰物

antique /æn'tiːk/ *adj.* 古老的, 古董的

fashion comment 时尚评论

raw material 原材料

fabric swatch 面料小样

Reading Comprehension

1. Read the passage and match the sources with the information.



Books and magazines



are inspiring and have a direct influence on fashion design.

Exhibitions



are the main source of inspiration.

Experiencing different cultures



are the most obvious reference point for information and photographic style.

Graphics and photography



provides inspiration.

Raw materials



provide a rich source for design.

2. Read the passage again and decide if the statements are True (T) or False (F).

T F

- ☐ ☐ 1) All the sources of inspiration are related to the designer's experience.
- ☐ ☐ 2) Newspapers are good source on fabric technology.
- ☐ ☐ 3) Designers must draw on many areas for inspiration.
- ☐ ☐ 4) Designers have design block and they can't break it whatever they do.
- ☐ ☐ 5) A good designer can derive new and fresh inspiration for their fashion design because they have their own sources.

Speaking

1. Show some pictures to your partner and tell your partner what kinds of things inspire your designs.
2. How does the inspiration help you make a design?

Language study

1. Choose the correct words in the box to fill in the blanks.

inspiring everywhere provide sources developments How

- 1) _____ wonderful your design is!
- 2) Books and magazines are _____ of design inspiration.
- 3) Trade magazines _____ information on new _____ in fabric technology.

4) Any exhibition can be _____ for a good designer.

5) Inspiration is _____.

2. Complete the sentences with the words or expressions you have learned.

1) You are so great! But I always feel _____ to find inspiration.

2) _____ your head and _____ your heart, then you can _____ what you want.

3) _____ you find _____, you'd better be aware of them as _____ as possible.

4) Newspapers are a good _____ of _____ design trends.

5) The big exhibition has had a direct _____ on fashion design.

3. Choose a correct sentence in the box for each picture.

1) Do graphics and photography often help designers to derive a lot of information?

2) If you feel inspiration, you should capture (捕获) it at once.

3) Many sources of inspiration are related to a designer's personal experience.

4) Every week John goes to see fashion shows to get inspiration.



A



B



C



D

Act it out!

1 Discuss with your classmates and decide what you want to design.

2 Tell your classmates where you get the inspiration.

3 Get some advice from your classmates on your design and revise your design.

4 Collect as much information from the other classmates and then complete the form.

Name	Fashion design	Inspiration comes from	Other sources of inspiration
Sarah	dress	a film	travel, books, fashion shows

Reading for more

WHERE DOES INSPIRATION FOR FASHION DESIGN'S BIG NAMES COME FROM?



Pierre Cardin and André Courrèges obtain inspiration from the cosmos and Karl Lagerfeld at his turn is inspired by the street, from the models, and from everything that he notices.

Yves Saint Laurent obtains inspiration from the novels of Marcel Proust and from the drawings of Piet Mondrian, Pablo Picasso and Georges Braque.

Inspiration for Giorgio Armani is more complex — from one side it is his daily rounds, the life on the street and in the bistros (小酒店), sports and the new negligee style of living, and from others — the emblem names from the big cinema.

McQueen is inspired from the street, but also from antique culture, from religion and from virtual worlds. In his fashion-shows can be seen models of the so-called “street fashion”, “cyber fashion” as well as works of art, inspired from the ancient Greek myths.

A real designer can obtain stimulus from all directions, from every object, from every symbol.

Self-check

In this unit I've remembered the following words and expressions:

- ☐ inspiration
- ☐ exhibition
- ☐ source
- ☐ line
- ☐ photograph
- ☐ trend
- ☐ catwalk
- ☐ comment
- ☐ fabric
- ☐ technology
- ☐ influence

- ☐ graphics
- ☐ photography
- ☐ illustration
- ☐ palette
- ☐ trimming
- ☐ antique
- ☐ fashion comment
- ☐ raw material
- ☐ fabric swatch

I now understand and can use the following sentences:

Unit

2

Sketch Design

Vocabulary

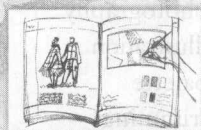
1. Listen and choose the correct word in the box for each picture.

What do the pictures mean?

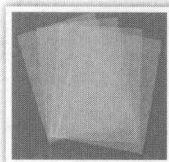
translucent paper
surface decoration

structure
fitting line

proportion
a layout pad



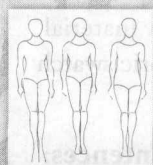
A _____



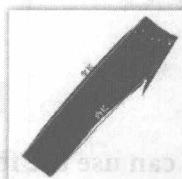
B _____



C _____



D _____



E _____



F _____