

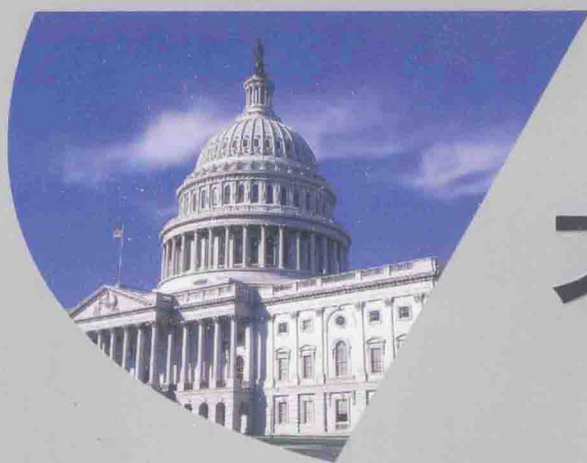


普通高等教育“十二五”规划教材



总主编 余渭深

主 编 贾 勤 吴长青



# 艺术类 大学英语4 艺术设计类

College English for Art Design Major

# Student's Book



重庆大学出版社  
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College English for Art Design Major

艺术类大学英语系列教材

# 艺术类 大学英语4

## 艺术设计类

总主编 余渭深

主 编 贾 勤 吴长青

副主编 刘 艳 鲁修红

编 者 (按姓氏笔画排列)

王 妍	刘 艳	吴长青	陈燕琴
贾 勤	黄广芳	曹 欢	鲁修红
葛瑞红	颜 研		

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策划编辑: 周小群 杨 琪

责任编辑: 安 娜 版式设计: 安 娜

责任校对: 陈 力 责任印制: 赵 晟

\*

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出版人: 邓晓益

社址: 重庆市沙坪坝区大学城西路21号

邮编: 401331

电话: (023) 88617190 88617185 (中小学)

传真: (023) 88617186 88617166

网址: <http://www.cqup.com.cn>

邮箱: [fxk@cqup.com.cn](mailto:fxk@cqup.com.cn) (营销中心)

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# AR

College English for Art Majors

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# 前言

《艺术类大学英语4·艺术设计类》依据《大学英语课程教学要求》编写,供艺术类艺术设计专业方向大学生在大学英语课程基础阶段使用。

《艺术类大学英语4·艺术设计类》充分考虑到艺术设计专业大学生的专业背景和英语学习特点,在兼顾进一步夯实英语语言基础的同时,着重培养学生的英语应用能力,将英语运用能力的训练与艺术设计各专业方向结合起来。在上述总体思路的指导下,《艺术类大学英语4·艺术设计类》更新了教学理念和内容体系,这主要体现在以下几个方面:

1.《艺术类大学英语4·艺术设计类》在选材上注重趣味性、启发性、实用性和时代性的同时兼顾一定的专业性。图片、音频和视频材料相结合,内容丰富、信息量大,主要涉及动画设计、工业设计、室内设计、时装设计、平面设计、环境设计和建筑艺术等主要艺术设计领域。注重培养学生的英语综合应用能力,特别是学生运用英语进行艺术设计相关领域的涉外交际能力。本教材由八个单元组成,每个单元侧重一个艺术设计的相关专业领域,单元内各种学习材料总体与主题相关,课文难度适宜,易于学习与训练。

2.《艺术类大学英语4·艺术设计类》在内容编排上认真贯彻以输出为导向的“边学边用”原则,每个单元内容编排做到听、说、读、写、译并重,同时重视培养学生的批判性思维。每个单元均由Introduction、Lead-in和Module1-4等六部分组成,此外,为了帮助学生语言实践,以常用句子和句式形式出现的Language Tips(语言提示)。会在听说练习过程中随时出现。具体内容如下:

1) Introduction(内容介绍):告诉学生本单元的学习重点,包括专业知识和具体的语言运用。另外还列出与各设计专业领域相关的名人名言。

2) Lead-in(内容导入):以图片和学生活动的形式引出单元主题,为课文学习提供相关词汇和背景知识。

3) Module 1 Listening and Speaking(听说模块):由Section A Conversations(对话部分)和Section B Passages(短文部分)组成。对话部分包括两篇对话和两项相关任务Task 1 Checking Listening Comprehension(听力理解)和Task 2 Speaking Practice(口语练习)。短文部分包括两篇短文和两项相关任务Task 1 Checking the Facts(查证事实)和Task 2 Speaking practice(口语练习)。

4) Module 2 Reading and Translating(读译模块):由两篇课文组成。每篇课文在Warming-up(导入)、New words(生词)和Phrases(短语)等助学内容之后,提供Reading Comprehension(阅读理解)和Language Practice(语言练习)两类习题。阅读理解题包括Global understanding(总体理解)和Detailed understanding(细节理解),语言练习包括Vocabulary(词汇)和Structure(结构)练习,且练习均由编者依据课文教学内容设计。

5) **Module 3 Critical Thinking and Writing** (批判性思维和写作模块): 运用思维导图引导学生通过合理组织信息或素材来提升批判性思维, 随单元学习推进, 在完成相关写作练习基础上, 逐步提高学生英语写作能力。

6) **Module 4 Approaching Culture** (文化探索模块): 组织学生对视频材料所显示的文化现象进行分析讨论, 并以小组活动的形式完成一项与单元主题相关的**Real-life project**(现实调查任务)。

《艺术类大学英语4·艺术设计类》由湖北工业大学外国语学院教师集体编写。编写过程中得到了许多同事和朋友的热情帮助和指导, 湖北工业大学艺术设计学院院长许开强教授对本教材艺术设计的专业内涵和相关选材提出了宝贵的意见和建议, 重庆大学出版社的编辑们在教材的策划、编写、版式设计等方面做了大量细致的工作。在此, 编写组一并对他们表示感谢。

《艺术类大学英语4·艺术设计类》是我们在大学英语教学内容和学生专业背景相结合方面对艺术类大学英语课程教学所做的一次全新探索。由于自身水平和经验的限制, 疏漏和不当之处在所难免, 恳请广大师生和读者不吝赐教, 以便我们进一步修订和完善。

编 者

2013年5月



## Module 2 Reading and Translating

## Module 3 Critical Thinking and Writing

## Module 4 Approaching Culture

- Passage A Conjuring up Atmosphere Only Anime Can Deliver
- Passage B Animating a Blockbuster: How Pixar Built *Toy Story 3*

How to write topic sentences

- Watch video clips and research the current state of China's animation industry

- Passage A Wanted: Cool Cars for the Rest of Us
- Passage B Why do People become Attached to Their Products?

How to structure ideas

- Watch video clips and research the current state of China's industrial design

- Passage A Architectural Salvage
- Passage B Green Interior Design Product Choice

How to consider evidence

- Appreciate the pictures and research the "westernization" in interior design industry

- Passage A Six Ways Alexander McQueen Changed Fashion
- Passage B Burberry — Fashion Philosophy

How to evaluate arguments

- Research the current state of China's clothing industry

- Passage A Apple Logo Designer and the Lore of the Apple Logo
- Passage B The Movie Poster Trends of 2012

How to plan essays

- Discuss the different styles of film posters

- Passage A Designers' Dilemma: To Compute or Not to Compute?
- Passage B An Open Letter to Graphic Design Students: Don't Follow the Web, Follow Your Heart

Practice critical thinking and writing essays

- Real-life Projects

- Passage A Sustainable Landscape Design
- Passage B Landscape Design in Chinese Gardens

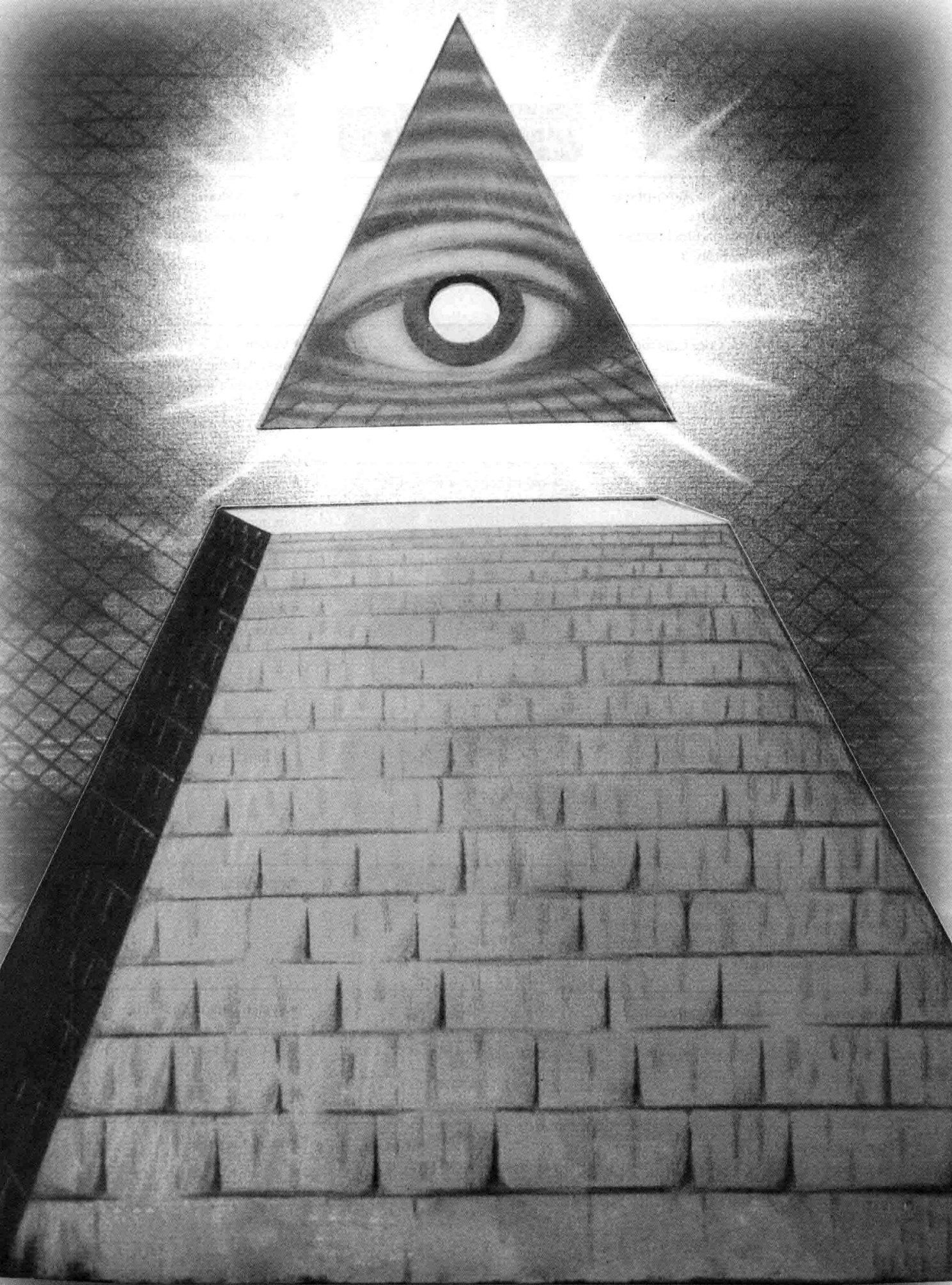
How to think critically in writing and how to plan essays

- Watch video clips and research the current state of Chinese gardens

- Passage A The Pritzker Architecture Prize
- Passage B The World's Top 10 City Skylines

How to think critically in writing and how to plan essays

- Real-life Project





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A close-up, black and white illustration of a character's face, likely from an animated film. The character has dark hair tied in a bun and is looking upwards with a wide, hopeful expression. The image is partially obscured by the 'Unit 1' text.

# Unit 1

## *Animation World*



### Introduction

In this unit, you will:

- Get to know some basic knowledge about animation through listening and reading.
- Learn how to act in an interview.
- Improve your reading, translating, writing and critical thinking abilities.
- Enhance your cultural awareness: Differences between American animation and Japanese anime.

- You're dead if you aim only for Kids. Adults are only kids grown up, anyway.  
— Walt Disney
- The 21st century is a complex and unforeseeable epoch. Our thinking habits and our values, which until now looked settled, are being challenged.  
— Hayao Miyazaki
- People are who they are by the way they react to things.  
— Glen Keane
- We make the kind of movies we like to watch. I love to laugh. I love to be amazed by how beautiful it is. But I also love to be moved to tears. There's lots of heart in our films.  
— John Lasseter

## Lead-in

- ① Cartoon characters are as endearing to adults as to children. Many times we can relate to them. Most of the time, we just love to laugh at their antics and misfortune. Look at the following pictures of classic cartoon characters, first describe the picture and then match them with the names of the animations given in the box below.



1 \_\_\_\_\_



2 \_\_\_\_\_



3 \_\_\_\_\_



4 \_\_\_\_\_

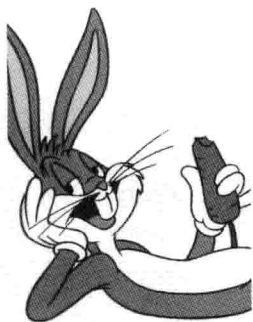


5 \_\_\_\_\_



6 \_\_\_\_\_





7 \_\_\_\_\_



8 \_\_\_\_\_



9 \_\_\_\_\_

- a. *Snow White and Seven Dwarfs*  
 d. *The Lion King*  
 g. *Kung Fu Panda*

- b. *Garfield*  
 e. *Pinocchio*  
 h. *The Wild Hare*

- c. *Winnie the Pooh*  
 f. *Toy Story*  
 i. *Slam Dunk*

- 2 Work in pairs and discuss which of the above characters you would rather hang out with and why, using the words and expressions in the box below when necessary.

### Language Tips

- kind-hearted/frightened/brave/easy-going/smart/creative/graceful/considerate/cute/lifeless/resentful/lazy/fat/cynical/generous/cruel and wicked/funny/orange/fuzzy/tabby cat
- I'd like to hang out with... because...
- I want to make friends with... because of...
- Since..., I prefer to play with...
- I am happy to...
- I am willing to...
- I would rather not...
- I don't like to...

## Module 1 Listening and Speaking

*In this part you will first listen to an interview with the maker of Angry Birds, Peter Vesterbacka. Then you will listen to a passage introducing the history of animated movies.*

## Section A Conversations

### Word Bank

install	original	prevail	platform
outsell	promotion	optimize	media
specifically	pulse	alert	essence
remove	version		

Angry Birds	愤怒的小鸟
Rovio	罗维奥公司, 芬兰的游戏开发公司
Maemo	诺基亚各种高端产品的核心平台之一
OS	操作系统 (Operating System, 简称OS)
Android	Android是一种以Linux为基础的开放源代码操作系统, 主要使用于便携设备。尚未有统一中文名称, 中国大陆地区较多人使用“安卓”或“安致”。
MeeGo	英特尔和诺基亚两家厂商将原用于上网本的Moblin平台和针对智能手机推出的Maemo平台进行组合, 开发出MeeGo操作系统, 支持手机、智能本、上网本、车载信息娱乐系统等多种产品。
App Store	App store即application store, 通常理解为应用商店。
Cut the Rope	《割绳子》是由Zeptolab公司开发的一款适用于IOS和Android平台上的休闲游戏。
Twitter	Twitter (中文称: 推特) 是国外的一个社交网络及微博客服的网站。

in the business of	game designer	come up with
in regard to	all the time	except for
keep the finger on the pulse		



### Task 1: Checking Listening Comprehension

Listen to an interview with Peter Vesterbacka, the creator of “Angry Birds”, talking about the company’s success and choose the best answer.



- (1) How many staff worked for Angry Birds?  
A. 9.                                      B. 12.                                      C. 50.                                      D. 250.
- (2) Who is Jaakko Iisalo?  
A. Managing director of Rovio.                                      B. The game designer of Angry Birds.  
C. Maker of Angry Birds.                                      D. The game investor of Angry Birds.
- (3) What does Peter think of the various mobile operating systems in regard to the future of mobile technology?  
A. Android is growing fast.  
B. Apple will prevail over other platforms for a long time.  
C. Meego is growing slowly.  
D. Maemo is the future.
- (4) Which of the following statements is NOT the reason for the wild success of "Angry Birds"?  
A. The addictive feature of "Angry Birds".                                      B. The lovely image of "Angry Birds".  
C. The marketing of the game.                                      D. The cheap price of the app.
- (5) Why do they decide to make the Android version free?  
A. Because no one has gained success in selling apps on Android.  
B. Because there are fewer users.  
C. Because it's hard to design apps on Android.  
D. Because they want to advertise their products.

## Task 2: Speaking Practice

### Role play

Work in groups of four and create a dialogue according to the following situation. Then present it to the class.

Next week, Peter Vesterbacka is going to give a seminar in your university. After the seminar, he will be interviewed by your group.

#### Interview question types:

Open questions: the kind of questions that can elicit longer answers. They usually begin with what, why, how. An open question asks the respondent for his or her knowledge, opinion or feelings. "Tell me" and "describe" can also be used in the same way as open questions. Here are some examples:

- How do you explain the success of Angry Birds?
- Tell us about your company.
- What is the company's next plan?

Closed questions: the kind of questions which require a yes/no or limited reply. Here are some examples:

- Have you tried *Cut the Rope*?
- Which platform will prevail?

Section B Passages

Word Bank

frame                      hand-drawn                      stop-motion                      puppet  
clay                      monopolize                      dominate

*Snow White and the Seven Dwarfs* 《白雪公主和七个小矮人》  
*Chicken Run* 《小鸡快跑》  
CGI (Computer-generated imagery) 计算机合成图像/电脑三维动画  
*Toy Story* 《玩具总动员》是皮克斯的动画系列电影，共三部。  
Pixar 皮克斯，于1986年正式成立，是一家继迪士尼公司之后，  
对动画电影历史影响最深远的公司。皮克斯公司代表作包  
括《玩具总动员》《机器人总动员》等。  
DreamWorks 梦工厂是美国排名前十位的一家电影洗印、制作和发行公  
司，同时也是一家电视游戏，电视节目制作公司。  
*The Little Mermaid* 《小美人鱼》是迪士尼根据丹麦作家安徒生的童话《海的  
女儿》改编的。  
*Beauty and the Beast* 《美女与野兽》  
*Mulan* 《木兰》由美国迪士尼公司出品。

Task 1: Checking the Facts

Listen to the short passage and then fill in the following table about some factual information of the animation history.

	Factual information
<i>Snow White and the Seven Dwarfs</i>	(1) It was _____ full-length animated movie. (2) Each frame of it was _____, a process known as “traditional animation”.
<i>Chicken Run</i>	(3) It is a _____ animation.
<i>Toy Story</i>	(4) It is the first full length _____ animated movie.
Dream Works	(5) It is a _____ in the animation industry as Pixar and Disney.
Walt Disney	(6) The father of _____, <i>Aladdin</i> , <i>The little Mermaid</i> , _____ and <i>Mulan</i> .
Pixar	(7) Its movies are famous for _____ gorgeous, _____ advanced. (8) Its movies are for both _____ and _____. (9) <i>WALL-E</i> deals with _____ issues. (10) <i>Up</i> deals with some _____.

## Task 2: Speaking Practice

Watch two video clips *Snow White and the Seven Dwarfs* and *Toy Story 2*, then work in groups and discuss which technique you like better, hand-drawn animation or computer-generated imagery and why.

### Language Tips

- draw us into the process of animating what we're viewing
- a passive process
- a valuable state for people to be in
- wake up people's imaginations
- perfect and dead
- lack of variation
- nothing to discover
- not only asymmetrical, but varied in tone and line
- require our mind to work in order to complete what we're seeing
- rough drawings open the way to stronger action
- an invitation to participate

## Module 2 Reading and Translating

*In this part you are going to read two passages entitled "Conjuring Up Atmosphere Only Anime Can Deliver" and "Animating a Blockbuster: How Pixar Built Toy Story 3". After reading, you are going to do some exercises to improve your reading and translating skills and enhance your vocabulary.*

### Warm-up

Communicate with other students about the following questions.

- (1) Who is your favorite cartoon character in Mayao Miyazaki's animated films?
- (2) Why is Japanese anime so popular around the world?
- (3) What quality do you think a good animator should have?
- (4) What is Mayao Miyazaki's animation style?

## Passage A

## Conjuring up Atmosphere Only Anime Can Deliver



1. The title "*Spirited Away*" could refer to what Disney has done on a corporate level to the respected Japanese animation director Hayao Miyazaki's epic and marvelous new anime fantasy. The picture is being promoted as Disney's "*Spirited Away*", although seeing just 10 minutes of this English version of a hugely popular Japanese film will quickly disabuse any discerning viewer of the notion that it is a Disney creation. Actually, rather than Disney's "*Spirited Away*" the movie could better be considered Mr. Miyazaki's "*Through the Looking Glass*".
2. The picture's theme is dislocation. Chihiro, moving with her parents to a new neighborhood, is angry about leaving her old friends and school behind. Her father's attempt to take a shortcut to their new town leads the family to a settlement that looks like an abandoned theme park: acres of beautifully designed kiosks and buildings.
3. Easily frightened and quick to voice her unhappiness, Chihiro wanders off while her parents eat greedily from an unattended food stand. She encounters a ghost who warns her that she and her family have to leave before the sun goes down. But when she runs back to alert her mother and father, they've been turned into pigs, gobbling up everything before them.
4. Mr. Miyazaki's specialty is taking a primal wish of kids, transporting them to a fantasyland and then marooning them there.
5. For Chihiro each strange creature has the physical — and inevitably psychological — threat of a shark. Just because we know that they don't have a mean bone in their bodies doesn't make them seem any less dangerous to her. She doesn't know whom or what to trust. The initially friendly Haku, a boy with magical powers, advises Chihiro on navigating the new world. He helps her get a job at a bathhouse both staffed and frequented by strange creatures, including a bubbling, mountainous pile of foul-smelling liquid called the Stink God. But Haku becomes rude, and Chihiro is warned that he's a sneak and cannot be trusted.