艺术设计英语

ART AND DESIGN ENGLISH

中国劳动社会保障出版社

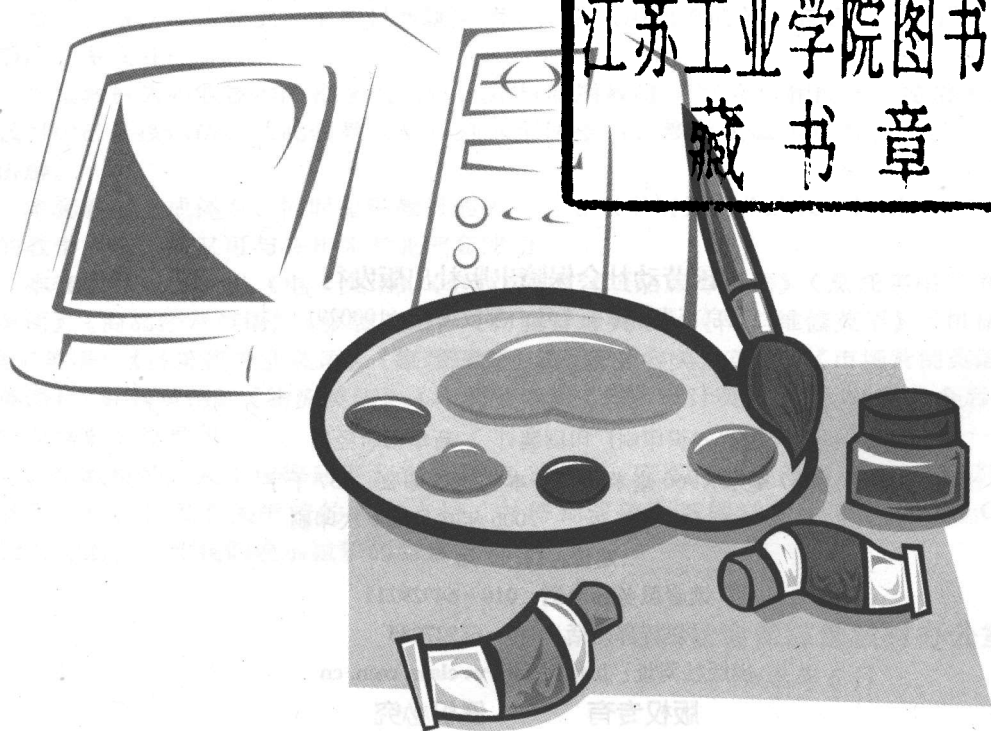全国职业技术院校 实用美术专业教材
专业英语系列教材

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前　言

随着我国社会主义市场经济的进一步发展，特别是入世以后，越来越多的企业对技术工人的专业外语水平提出了较高的要求，因此，专业英语已成为学生们参与就业竞争，以及今后从业后在工作中所必需的工具之一。为适应这一需要，我们组织编写了这套专业英语教材，并在编写过程中坚持了以下原则：

第一，与专业紧密结合，根据专业需要设置单元内容，力求收录各专业最新、最实用的词汇和用语，并注意在选材时降低相关专业知识的难度，使教材既突出专业特色，又能充分体现英语教学的规律。

第二，根据不同专业对英语教学的要求，教材在单元设置中阅读和口语各有侧重，如《饭店服务英语》《商品经营英语》《文秘英语》等侧重口语，而《电工英语》《电子英语》《机械英语》等则侧重阅读。对专业性较强的部分教材还给出了阅读部分的译文，以方便师生的教与学。

第三，教材在内容上注重选材新颖实用，力求采用地道的英语表达；在形式上注重生动活泼，图文并茂。

本套教材为职业技术院校学生设计，并与通用教材《英语》相配套。考虑到通用英语教材中已讲授语法，故此套教材不再列入语法条目，涉及语法难点时在"注释"中予以讲解。

本套教材自成体系，同时每种教材的编写又参照了相关专业的教学计划和主要专业课程的教学大纲，故又可与各相关专业配套使用。

本套教材现已推出《电子英语》《会计英语》《饭店服务英语》《烹饪实用英语》《文秘英语》《商品经营英语》《服装英语》《物业管理英语》《汽车维修英语》《机械英语》《电工英语》《计算机专业英语》《家政服务英语》《美容美发英语》《市场营销英语》《机电英语》《建筑英语》《物流英语》《印刷英语》《艺术设计英语》等20种，今后还将根据专业需要继续推出。

此次教材的开发工作得到了北京、湖南、湖北、广东、江苏等省（市）劳动和社会保障厅（局）以及有关学校的大力支持，并得到了美国新闻学硕士 Mr. Michael Connelly 的大力帮助，对此我们表示诚挚的谢意。

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劳动和社会保障部教材办公室

2006 年 6 月

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简介 本书根据劳动和社会保障部培训就业司颁发的《实用美术专业教学计划》编写，供全国职业技术院校实用美术专业使用。全书分为艺术设计基础、摄影、卡通动画、艺术设计技巧 4 个部分，共 19 个单元，每个单元设置对话、阅读、词汇、注释和练习等栏目。

本书内容丰富，通俗易懂；形式活泼，图文并茂。

本书也适合作为职业培训教材和自学用书。

本书由深圳高级技工学校郭艳、姜琳丽编写，郭艳主编。━━━━━━

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Part Four   Art & Design Skills   艺术设计技巧

Part One Art & Design Fundamentals 艺术设计基础

Unit 1

Art & Design
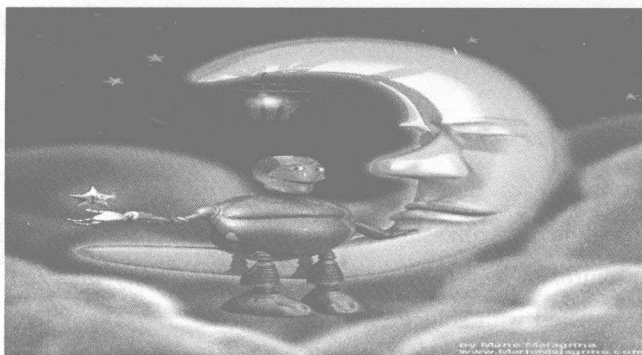
Unit Goals

You will study in the field of Art & Design. In this unit, you will learn the exact definitions of art, design, artist and designer, then you will know what your profession is.

Task 1 Exchanging Information

Read the dialogue and practice in pairs.

Which Major do You Like Best?

Two new students, Helen and Daniel, are talking about their department and majors in the classroom.

Daniel: Helen, do you know how many departments are there in our school?

Helen: Twelve, including Language Education Department.

Daniel: Do you know which department is the biggest?

Helen: Design Department, the one we are in.

Daniel: Really? We are so lucky to be in Design Department.

Helen: By the way, Daniel, which major do you like best in our department?

Daniel: Among the four majors, Exhibition Engineering, Computer Graphics, Photography Communication, Cartoon & Animation, I like Cartoon & Animation best. Helen, how about you?

Helen: My favorite major is Exhibition Engineering. It attracts me a lot.

Task 2　Reading for Specific Purpose

Read the following definitions. Then state your own understanding about art, design, artist and designer.

On Art & Design

- What is art?

  Art refers to the creation or expression of something beautiful, especially in a visual form, e. g. painting, sculpture. Art also refers to any skill or ability that can be learned by practice, especially contrasted with science and technology.

- What is design?

  Design refers to drawing or outline from which something may be made. Design also refers to general arrangement or planning of a building, book, machine, picture, etc. Arrangement of lines, shapes or figures as decoration on a carpet, vase, etc.

- What is called artist?

  Artist refers to the person who practices any of the fine arts, especially paintings, or person who does something with great skills.

- What is called designer?

  Designer refers to the person whose job is designing, e. g. machinery, furniture, fashionable clothes.

New Words and Expressions

art [ˈɑːt] *n.* 艺术

design [diˈzain] *n.* 设计

goal [gəul] *n.* 目的，目标

definition [ˌdefi·niʃən] *n.* 定义，解说

artist [·ɑːtist] *n.* 艺术家，画家

designer [di·zainə] *n.* 设计家，制图师

profession [prə·feʃən] *n.* 职业，专业

task [taːsk] *n.* 任务，作业

practice [·præktis] *v. & n.* 实践，练习

major [·meidʒə] *n.* 主修课

department [di·pɑːtmənt] *n.* 系

lucky [·lʌki] *adj.* 幸运的

exhibition [ˌeksi·biʃən] *n.* 展览

graphics [·græfiks] *n.* （作单数用）制图法，图形

photography [fə·tɔgrəfi] *n.* 摄影，摄影术

communication [kəˌmjuːni·keiʃn] *n.* 传播

cartoon [kɑː·tuːn] *n.* 卡通片，动画片

animation [ˌæni·meiʃən] *n.* 动画

attract [ə·trækt] *vt.* 吸引

specific [spə·sifik] *adj.* 明确的，特殊的

purpose [·pəːpəs] *n.* 目的，意图

creation [kri·eiʃən] *n.* 创造，创作物

expression [iks·preʃən] *n.* 表达，表情，脸色

especially [is·peʃəli] *adv.* 特别，尤其

visual [·viʒuəl] *adj.* 视觉的

sculpture [·skʌlptʃə] *n.* 雕刻，雕刻品，雕塑，雕塑品

skill [skil] *n.* 技能，技巧，熟练，巧妙

ability [ə·biliti] *n.* 能力，才干

contrast [kən·træst] *vi.* 和……形成对照

science [·saiəns] *n.* 科学，自然科学

technology [tek·nɔlədʒi] *n.* 工艺，技术

drawing [·dʒɔːiŋ] *n.* 图画，制图

outline [·autlain] *n.* 轮廓，略图，外形

arrangement [ə·reindʒmənt] *n.* 排列，安排

line [lain] *n.* 线条

shape [ʃeip] *n.* 外形，形状

figure [·figə] *n.* 外形，轮廓，体形，图形

decoration [ˌdekə·reiʃən] *n.* 装饰，装饰品

machinery [mə·ʃiːnəri] *n.* ［总称］机器，机械

furniture [·fəːnitʃə] *n.* 家具，设备，储藏物

fashionable ['fæʃənəbl] *adj.* 流行的，时髦的

by the way 顺便

refer to 与……有关，涉及，描述

computer graphics 计算机制图

be contrast with… 使与……对比，使与……对照

Notes

1. Among the four majors, Exhibition Engineering, Computer Graphics, Photography Communication, Cartoon & Animation, I like Cartoon & Animation best. 在展示工程、计算机美工、摄影传播及卡通动画四个专业当中，我最喜欢卡通动画。

2. Art refers to the creation or expression of something beautiful. 艺术是对美的事物的创造或表现。

3. e. g. 意为举例来说。

4. etc. 是 et cetera（= and so on）的缩写，意为等等，及其他。

Task 3   Consolidations

Ⅰ. **Word study：Match Column A to Column B.**

Column A	Column B
major	something distinguished from its surroundings by its outline
exhibition	animation
graphics	the field of academic study which a student specializes in
photography	lettering, drawings, etc.
cartoon	the person who produces designs
shape	the art for exhibiting
designer	the art of taking and printing photographs

Ⅱ. **Translate the following sentences into Chinese, then give the English word to each definition.**

1. Art refers to the creation or expression of something beautiful, especially in a visual form, e. g. painting, sculpture.

2. Design refers to drawing or outline from which something may be made.

3. Artist refers to the person who practices any of the fine arts, especially paintings.

· 4 ·

4. Designer refers to the person whose job is designing, e. g. machinery, furniture, fashionable clothes.

Ⅲ. **How many majors are there in Design Department? Fill in the chart with the information from the dialogue.**

Design Department
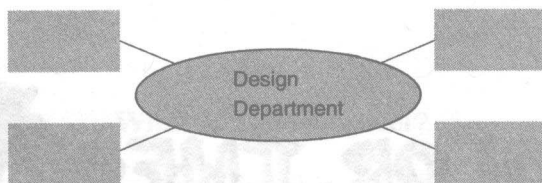
Ⅳ. **Read the remarks about art. How much do you know about art? Add your own comments on the following statements.**

Artists on Art

1. Art is the mold (模子) of feeling while language is the mold of thought.
2. I know computer art is great, and now I feel so unintelligent (愚钝的).
3. A good visual (视觉) is worth 1 000 words; a poor visual raises 1 000 questions.
4. The Mickey Mouse (米老鼠) who hit the movie houses in the late 1920s was not quite the well-behaved (行为良好的) character that most of us are familiar with today. He was mischievous (淘气的), to say the least, and even displayed a streak of cruelty. But Mickey soon cleaned up his act, leaving nothing to gossip (闲话) and speculation (推论).
5. A painting is a layer of pigments (颜料) applied to a surface. It is an arrangement of shapes and colors. It is a projection of the personality (个性) of the artist who painted it, a statement, or at least a partial statement of the philosophy (哲学) of the age that produced it.

Unit 2
Color Theory

COLOR THEORY

Unit Goals

After you become familiar with the structure of the color wheel, you will correctly identify warm and cool colors, the primary colors, secondary colors and opposite colors.

Task 1 Exchanging Information

Read the dialogue and practice in pairs.

Warm and Cool Colors

Mary and Jenny are talking about colors.

Mary: How many colors do you know in English, Jenny?

Jenny: Let me think, red, yellow, green, black, orange, white, purple or violet, blue and grey, about nine colors.

Mary: Here is another question. Among the colors you list, which colors are warm colors and which colors are cool colors?

Jenny: I'm sorry. I can't tell clearly. Can you tell me?

Mary: Red, yellow and orange are warm colors. They remind us of fire and sunshine. Artists often use them to show strong feelings.

Jenny: That's true. How about cool colors?

Mary: Blue and green are cool colors. These make us think of sky and sea. When artists use

cool colors, their pictures seem cold and lacking in happy feelings.

Jenny: Mary, thank you for telling me so much information about colors.

Task 2   Reading for Specific Purpose

Read the following passages.

What is Color Wheel?

- What is color wheel? The color wheel describes the relationship between colors. It is laid out so that any two primary colors (red, yellow and blue) are separated by the secondary colors (orange, violet and green).

- Our eyes can see thousands of colors. Red, yellow and blue are called primary colors. They cannot be made by mixing other colors together. Primary colors can be mixed to make every other color.
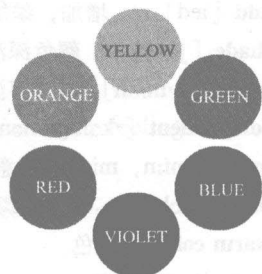
- Secondary colors are made by mixing two primary colors together. For example, when blue and yellow are mixed together, they make green. By adding more colors, you get different shades. If you mix all the three primary colors together you get a muddy brown!

- Opposite colors on the color wheel complement one another. This means that they both stand out. The blue and orange blobs seem very bright because they are with their complementary color.

New Words and Expressions

theory ['θiəri] *n.* 理论，学说

familiar [fə'miliə] *adj.* 熟悉的，常见的

structure ['strʌktʃə] *n.* 结构，构造，建筑物

identify [ai'dentifai] *v.* 确定

primary ['praiməri] *adj.* 第一位的，主要的

secondary ['sekəndəri] *adj.* 次要的，二级的，中级的

opposite ['ɔpəzit] *adj.* 相对的，对面的

purple ['pəːpl] *n.* 紫色　*adj.* 紫色的

violet ['vaiəlit] *n.* 紫罗兰色　*adj.* 紫罗兰色的

list [list] *vt.* 列出，列于表上

clearly [ˈkliəli] *adv.* 明确地，明显地，无疑地

remind [riˈmaind] *vt.* 提醒，使想起

lack [læk] *v.* 缺乏，没有

information [ˌinfəˈmeiʃən] *n.* 知识，信息

describe [disˈkraib] *v.* 描述

relationship [riˈleiʃənʃip] *n.* 关系，关联

separate [ˈsepəreit] *v.* 分开，隔离，分散，分别

mix [miks] *v.* 使混合，混淆，混合

add [æd] *vt.* 增加，添加 *vi.* 加，加起来，增添

shade [ʃeid] *n.* 颜色深浅，图案阴影

muddy [ˈmʌdi] *adj.* 多泥的，泥泞的

complement [ˈkɔmplimənt] *v.* 补足

mean [miːn, min] *v.* 意味着

blob [blɔb] *n.* 一滴，斑点

warm colors   暖色

cool colors   冷色

primary colors   原色

secondary colors   间色

opposite colors   对比色

lack in   在……缺少

color wheel   色环

lay out   摆开，展示，布置

stand out   突出

complementary color   补色

1. Any two primary colors (red, yellow and blue) are separated by the secondary colors (orange, violet and green). 任意两个原色（红、黄、蓝）由一种间色（橙、紫、绿）隔开。

2. Primary colors can be mixed to make every other color. 两种原色混合可以得到间色。
   注意 every other 的用法。例如：every line 每行；every other line 每隔一行。

3. Opposite colors on the color wheel complement one another. 色环上的对比色彼此互为补色。

Task 3   Consolidations

Ⅰ. **Word study**: **Match Column A to Column B.**

Column A	Column B
warm colors	blue and green
cool colors	red, yellow and blue
primary colors	red, yellow and orange
secondary colors	orange, violet and green

Ⅱ. **Translate the following sentences into Chinese.**

1. Artists often use warm colors to show strong feelings.
2. When artists use cool colors, their pictures seem cold and lacking in happy feelings.
3. The color wheel describes the relationship between colors.
4. It is laid out so that any two primary colors are separated by the secondary colors.
5. Secondary colors are made by mixing two primary colors together.

Ⅲ. **Decide whether the following statements are true or false according to the passages.**

1. Primary colors include red, yellow and blue.   (   )
2. Primary colors are made by mixing other colors together.   (   )
3. Mixing two primary colors together can make secondary colors.   (   )
4. Opposite colors do not stand out on the color wheel.   (   )
5. Primary colors and secondary colors are separated each other on the color wheel. (   )

Ⅳ. **Read the following passage and answer the questions.**

What is Color?

Color is produced when light strikes an object and reflects back in your eyes. This element of art has three properties. (1) Hue（色相）, the name of a color, e. g. red, yellow and blue. (2) Intensity（强度）, the purity（纯度）and strength（浓度）of a color, e. g. bright red or dull red. (3) Value（明度）, the lightness or darkness of a color.

Questions:

1. What is color?
2. How many properties does color have? What are they?

Unit 3
Line & Shape

Unit Goals

You will become familiar with the basic definitions of line and shape. With the understanding of line and shape, you will begin to learn how to draw pictures with skills.

Task 1 Exchanging Information

Read the dialogue and practice in pairs.

How to Draw Pictures with Skills?

Mary and Jenny are talking about how to draw pictures with skills.

Mary: Hi, Jenny. Long time no see. How are you getting along with your painting recently?

Jenny: Oh, I feel quite depressed. I drew many pictures. But they really look bad.

Mary: Don't be so unhappy, Jenny. Let me have a look at your pictures.

Jenny: They are on my desk. I really want to throw them away.

Mary: (Look at Jenny's pictures carefully.) Oh, quite good! You made progress!

Jenny: Mary, you draw pictures much better than I do. Can you tell me how to draw pictures with skills?

Mary: I'm afraid I can't tell exactly. But at least, you should know how to draw simple lines and shapes with skills. You know lines can make space and shapes can create unusual