

职场实用英语丛书

丛书主编 许之所

艺术与传媒类 实用英语

Occupational Practical English for Art Design and Communication

主 编 王 淼 张 慧 崔薰然
副主编 程东岳 王谷子 余 丹
刘丽媛 方伟华



WUHAN UNIVERSITY PRESS

武汉大学出版社

职场实用英语丛书

丛书主编 许之所

艺术与传媒类 实用英语

Occupational Practical English for Art Design and Communication

主 编 王 淼 张 慧 崔薰然
副主编 程东岳 王谷子 余 丹
刘丽媛 方伟华



WUHAN UNIVERSITY PRESS

武汉大学出版社

图书在版编目(CIP)数据

艺术与传媒类实用英语/王森,张慧,崔薰然主编. —武汉:武汉大学出版社,2015.7

职场实用英语丛书/许之所主编

ISBN 978-7-307-16145-0

I. 艺… II. ①王… ②张… ③崔… III. ①艺术—英语 ②传播媒介—英语 IV. H31

中国版本图书馆 CIP 数据核字(2015)第 138912 号

责任编辑:赵财霞

责任校对:李孟潇

版式设计:马 佳

出版发行:武汉大学出版社 (430072 武昌 珞珈山)

(电子邮件:cbs22@whu.edu.cn 网址:www.wdp.com.cn)

印刷:湖北省荆州市今印印务有限公司

开本:787×1092 1/16 印张:7.5 字数:173千字 插页:1

版次:2015年7月第1版 2015年7月第1次印刷

ISBN 978-7-307-16145-0 定价:19.00元

版权所有,不得翻印;凡购买我社的图书,如有质量问题,请与当地图书销售部门联系调换。

前 言

《职场实用英语丛书》系列教材是在地方本科高校转型为应用技术型的大背景下产生的, 大学英语已经逐渐走向专业化、职业化道路。为了培养应用技术型大学艺术与传媒专业学生的英语职场应用能力和职业素养, 我们挑选了优秀的专业英语和大学英语教师, 联合艺术设计与传媒专业的骨干教师, 共同编写了《艺术与传媒类实用英语》。本书以职业教育理念为指导, 注重职场真实环境下英语交际能力的培养, 真正体现艺术与传媒类英语的职业性、实践性和实用性。

本教材是在参考大量英语专业书籍的基础上, 按照最新的项目式教学理念编写的。全书共 14 个项目, 涉及地方本科高校普遍开设的环境设计、视觉传达设计、产品设计、动画设计、服装与服饰设计、工艺美术、摄影 7 个专业。前 6 个专业各包括自我推销(如 Self-Promotion of a Fashion Designer)和项目设计(如 Animation Design)两个项目; 摄影专业包括 Preparations of a Photographer(摄影准备)和 Taking Professional Photos(专业摄影技巧)两个项目。

每个项目分为三个部分: 1. Situational Dialogues; 2. Technical Terms and Expressions; 3. Exercises。每部分的具体内容如下:

1. Situational Dialogues: 该部分由 3 个情景对话(Dialogue)组成。每个对话后面附有中英文注解(Notes)。

2. Technical Terms and Expressions: 该部分收录了该专业职场英语中常用的术语, 便于学生在第三部分 Exercises 中的 Role Play 及真实职场情境中运用。

3. Exercises: 该部分包括句子翻译(Sentence Translation)和角色扮演(Role Play)两块。句子翻译包括中译英和英译中两部分, 各 10 个句子, 以巩固和提升学生对情景对话和术语的学习, 还补充了一些重要的专业知识。角色扮演是根据真实场景设定的, 供学生在学习对话后在

课堂上演练。

本教材涵盖了艺术设计与传媒的7个主要专业，可以作为大学英语的补充教材或专业英语教材，供专业教师和学生根据自己的专业方向选择与专业有关的项目学习，也可作为英语学习爱好者普及艺术与传媒类专业知识的一本参考资料。本教材每个项目建议学习6个学时。其中Situational Dialogues 3个学时，Technical Terms and Expressions 和 Exercises 3个学时。具体学时分配，教师可以根据学生的英语实际水平和专业需要进行调整。

《艺术与传媒类实用英语》由湖北工业大学商贸学院外国语学院7位教师合作编写完成，王森、张慧和崔薰然老师负责全书的设计、编写和修订工作。Project 1 和 Project 8 由张慧老师编写；Project 2 和 Project 9 由崔薰然老师编写；Project 3 和 Project 10 由王谷子老师编写；Project 4 和 Project 11 由程东岳老师编写；Project 5 和 Project 12 由余丹老师编写；Project 6 和 Project 13 由王森老师编写；Project 7 和 Project 14 由刘丽媛老师编写。程东岳老师多次参与了教材的修改和校对工作。

本教材在编写过程中，得到了湖北工业大学商贸学院外国语学院和艺术学院领导和老师的帮助，在此深表感谢。特别感谢外国语学院许之所院长在教材设计和编写中提出的宝贵建议，以及传媒学院方伟华院长、艺术设计学院赵文副院长及李娜、李瑞林、许洪超、薛果、刘静、王伟等老师的鼎力帮助。

由于自身水平和经验有限，书中难免有疏漏和不当之处，恳请广大师生和读者批评指正，以便我们及时修订和完善。

编者

2015年1月

目 录

CONTENTS

001	Project 1 Self-Promotion of an Environment Art Designer
001	1. Situational Dialogues
006	2. Technical Terms and Expressions
007	3. Exercises
009	Project 2 Self-Promotion of a Graphic Designer
009	1. Situational Dialogues
013	2. Technical Terms and Expressions
014	3. Exercises
017	Project 3 Self-Promotion of a Product Designer
017	1. Situational Dialogues
021	2. Technical Terms and Expressions
021	3. Exercises
024	Project 4 Self-Promotion of an Animation Designer
024	1. Situational Dialogues
028	2. Technical Terms and Expressions
029	3. Exercises
032	Project 5 Self-Promotion of a Fashion Designer
032	1. Situational Dialogues
036	2. Technical Terms and Expressions
037	3. Exercises

039	Project 6 Self-Promotion of an Arts and Crafts Designer
039	1. Situational Dialogues
044	2. Technical Terms and Expressions
045	3. Exercises
047	Project 7 Preparations of a Photographer
047	1. Situational Dialogues
051	2. Technical Terms and Expressions
052	3. Exercises
054	Project 8 Environment Design
054	1. Situational Dialogues
060	2. Technical Terms and Expressions
061	3. Exercises
064	Project 9 Graphic Design
064	1. Situational Dialogues
068	2. Technical Terms and Expressions
069	3. Exercises
071	Project 10 Product Design
071	1. Situational Dialogues
074	2. Technical Terms and Expressions
075	3. Exercises

078	Project 11 Animation Design
078	1. Situational Dialogues
082	2. Technical Terms and Expressions
083	3. Exercises
086	Project 12 Fashion Design
086	1. Situational Dialogues
090	2. Technical Terms and Expressions
091	3. Exercises
093	Project 13 Arts and Crafts Design
093	1. Situational Dialogues
099	2. Technical Terms and Expressions
100	3. Exercises
102	Project 14 Taking Professional Photos
102	1. Situational Dialogues
107	2. Technical Terms and Expressions
108	3. Exercises
111	参考文献

Project 1 Self-Promotion of an Environment Art Designer

1. Situational Dialogues

Dialogue 1

Situation: Zhou Wen, majoring in environmental design in Peking University, is going to graduate this summer. She is thinking of applying for School of Architecture, University of Virginia (UVA) in the near future. She meets Wang Ting, the alumna of University of Virginia, and asks her questions about the admission in the following conversation.

Z: Zhou Wen W: Wang Ting

Z: Wang, my major is environmental design. Is it possible for me to apply for a master's degree of landscape architecture?

W: Certainly, University of Virginia allows students with undergraduate degrees in other fields to obtain a professional degree in landscape architecture. Besides, your major is related to the field.

Z: How does UVA's landscape architecture program differ from other architecture degree program?

W: The program focuses on providing an intensive immersion in the core theory and practical knowledge of landscape architecture, introducing landscape forming and developing issues at wide and various ranges, and builds a strategic understanding of ecological, construction and social matters that influence choices of forms and materials.

Z: What are students expecting to learn from the program?

W: Students learn to design a more sustainable and very world. The faculty addresses critical issues and creative innovations which they believe can improve the design of all landscapes, including social justice and cultural history, the need to renew industrial sites and support diverse ecosystems, and urban adaptations to global climate change.

Z: Do you benefit from the program?

W: Absolutely. We are motivated to seek leading roles in the discipline, whether in practice or academia. The teaching philosophy encourages graduate students to bring their previous intellectual interests and skills into their work in landscape architecture, while learning the creative process of design and developing an ability to express innovative proposals about the built environment.

Z: What is your favorite thing about the program?

W: I learn to frame my own individual educational trajectories by integrating the design backgrounds, intellectual interests, and skills into studies in landscape architecture, and develop an area of expertise, such as design theory, historic preservation, ecological design or sustainable urbanism.

Z: What is your plan after graduation?

W: I hope to work in the public sector of the planning field after graduation.

Z: Thank you very much, Wang. I am impressed by what you've introduced about the program, and I think I should be fully prepared to apply for it.

Notes:

- (1) alumna: a former woman student of a school, college or university 女校友
- (2) differ from: be different from something else 和……不同, 区别于……
- (3) ecological: connected with the relation of plants and living creatures to each other and to their environment 生态的, 生态学的
- (4) discipline: an area of knowledge; a subject that people study or are taught, especially in a university (尤指大学的) 学科, 科目
- (5) trajectory: the path followed by an object moving through space 轨道, 发展轨迹
- (6) expertise: special skill or knowledge that is acquired by training, study, or practice 专门技能(或知识), 专长
- (7) sustainable: that can continue or be continued for a long time 可持续的

Dialogue 2

Situation: Rocco Millard learns from the website that a design firm is recruiting several interior designers and he applies for it. Today, he is interviewed by Tom Ford, the manager of the firm.

M: Millard

F: Ford

F: How did you know about us?

M: I've searched for your website, knowing the vacancy of some interior designer positions.

F: Why are you interested in working in our firm?

M: I know your firm has a 60-year legacy of design innovation, with a focus on sustainability and a high level of technical expertise that enables us to excel in the delivery of large-scale, complex projects, so it may provide employees with more opportunities to work on some of the most challenging, innovative and award-winning global architectural and design projects in the world.

F: What's your inspiration and why did you get into the field?

M: Well, they say the apple doesn't fall far from the tree. My mom is an interior designer, and my dad is a builder. It is something called inheritance. I grew up talking about design and construction around the dinner table. I can still remember, as a young kid, wearing a tiny hard hat and walking along construction sites with my dad. With my mom, I browsed through various furniture showrooms and art galleries. Through this exposure, I developed a heightened sensitivity for interior environments.

F: I've noticed from your resume that you received a bachelor's of fine arts in photography with a minor in business from Washington University in St. Louis, which is abnormal for interior designers. Why did you make such a decision?

M: When applying for colleges the first time around, I knew that I wanted to combine my interests in business and arts. Grown up, I met a lot of wonderful artists that lacked a savvy business sense. I met great business-minded people, but they weren't able to work creatively. I have the ability and interest to work in both, which makes for an unusual but extremely valuable combination. I wanted to find a career that allowed me to make a business out of making art, so I found a wonderful liberal arts college that had a very strong art school as well as business.

F: Can you tell me about your special working experience that is not mentioned in your resume?

M: I own an interior design company with an emphasis on residential interior design, and I have to bear a variety of responsibilities. Not only am I an interior designer, but also a marketer, accountant, office manager, gofer, public relations professional, and salesperson. You name it, I do it. Many people hire additional staff as their company grows, but for now, I really enjoy all aspects of being a small business owner.

F: Design is a dynamic and mutable field. What steps do you take to keep yourself informed of current trends?

M: Education and exposure to all design-related things are keys to a successful career in interior design. It is important to stay inspired and intrigued. Read design magazines, find your favorite design blogs, visit showrooms, antique dealers, art dealers, and museums, travel, take photos, keep a journal, and file favorite design

ideas for the future. If you love interiors and design, you will find your own pathway to success.

F: Based on your profession experiences, what are your expectations of this position?

M: I believe that my job is to help my clients live a more creative life. I try to show them the design world through my eyes and share all the joys and pleasures to be had in a well-designed environment. In the end, having clients that live and enjoy spending time in their home is the best feeling. Hopefully, couple years of on-the-job training equips me with competencies as a senior interior designer.



Notes:

- (1) recruit: find new people to join a company 吸收(新成员), 招聘
- (2) innovative: introducing or using new ideas, ways of doing something, etc. 引进新思想的, 采用新方法的, 革新的, 创新的
- (3) browse through: look through the pages of a book, newspaper, etc. without reading everything 浏览, 翻阅
- (4) art gallery: a room or series of rooms where works of art are exhibited 画廊, 艺术品陈列室
- (5) savvy: practical knowledge or understanding of something 实际知识, 见识, 了解
- (6) inspired: based on a particular motive or example 受启发的, 有灵感的

Dialogue 3

Situation: Greg Stevens is the senior park planner for the Fox Valley Park District, where he develops and designs new parks and works on land acquisition, zoning, and grants for the park district. He has worked in landscape architecture firms all across the country. Amy, a graduate majoring in landscape architecture, holds an intense interest in Stevens' landscape architect career life and is interviewing him.

S: Stevens A: Amy

A: I know you are an experienced landscape architect. Can you describe your daily routine as a landscape architect?

S: A landscape architect's normal day really depends on where they work. The two fields of work are the public sector and the private sector. I have worked in both. In the private sector, the working hours are usually longer and you are more accountable since it is just one-on-one with the client. In any given day, you may manage several different projects ranging from small designs to large-scale master-planned communities. There may be project meetings or staff meetings in any

appointed day that you will attend. A typical week may involve 50 to 70 working hours. You are consistently working for a specific client; therefore you must allocate your time, stay on task and manage the project within the budgeted contractual amount. In the public sector, an architect might be under less scrutiny but still has the same demands of getting the work done. The working time ranges from 40 to 50 hours in a normal week. You manage the work related to the annual budget, but not to a specific contract currency amount; in a typical day, you will probably touch multiple projects and meet with several contractors or tenders.

- A: You have designed a number of projects that have been recognized by American Society of Landscape Architects (ASLA). What do you think are the steps to achieve success as a landscape architect?
- S: You must be willing to devote the time into the profession. No one thinks that this is a 9:00 a. m. to 5:00 p. m. job. I recommend trying many different settings of the job before settling on one. Offices range from small, individually-owned businesses to large, multidiscipline offices, each offering a wide variety of projects and experiences, so it's good to participate in all of these and then you can make your own decision on what suits your favor. I suggest traveling the world to get inspiration for your own architecture, including right in your own backyard. There are many historic landscape architecture projects that are invaluable to the understanding of the profession and the timeliness of the projects.
- A: As a graduate, how can I grasp job opportunities in landscape architecture?
- S: The education to become a landscape architecture already separates the wheat from the chaff; the people that can't handle making it in this career are weeded out by the first year. As long as you persist through the first couple years, you should be fine.
- A: Can you provide some advice for prospective landscape architects?
- S: Landscape architect is a tremendous profession for getting engaged in arts, science, design, computers and the environment; it really combines all of these professions into one. So I suggest you seek out any landscape architecture internship you can find. You may get little or no pay for the internship, but the experience of working in a professional office environment is uncountable.

Notes:

- (1) zoning: a system of choosing areas to be developed for particular purposes, such as houses or shops, when planning a town 分区制, 分区布局
- (2) land grant: a grant of public land, especially for the establishment of a state university 政府拨赠土地
- (3) landscape architect: a person whose job is planning and designing the environment,

especially so that roads, buildings, etc. combine with the landscape in an attractive way 园林建筑师, 景观设计师

(4) master plan: a thorough plan that is intended to help someone succeed in a very difficult or important task 总体规划, 蓝图

(5) budget: the money that is available to a person or an organization and a plan of how it will be spent over a period of time 预算

(6) scrutiny: careful and thorough examination 仔细检查, 认真彻底的审查

(7) multidiscipline: of or relating to the study of one topic, involving several subject disciplines 多学科

(8) prospective: expected to do something or to become something 有望的, 可能的, 预期的

(9) internship: a period of time during which a student or new graduate gets practical experience in a job, for example during the summer holiday/vacation(学生或毕业生的)实习期

2. Technical Terms and Expressions

Anglo-Chinese style garden 中英混合式园林

classical Chinese garden 中国古典园林

Chinese mountain and water garden 中国山水园

central business district (CBD) 中央商务区

conservation of historic buildings 古建筑保护

conservation of scenic spot 风景名胜保护

details 细部设计, 细部大样示意图

development design 扩初设计

diagram 示意图, 表

environmental design 环境设计

feasibility planning 可行性规划

hand drawing 手绘(效果)图

interior designer 室内设计师

landscape 景观

landscape architecture 景观设计

landscape designer/architect 景观设计师

legend 图例

lighting plan 灯光布置图

manor 庄园

master plan 总平面图

miniature scenery, abbreviated scenery 缩景

ornamental plant 观景植物
 overall urban layout 城市整体布局
 pavement plan 铺装示意图
 Renaissance style garden 文艺复兴风格庄园
 section 剖面图
 scenic park 风景名胜公园
 scheme 方案
 site 现场
 sketch 手绘草图
 territorial planning 国土规划
 topographic survey 地形测量
 townscape 城市景观
 urban design/plan 城市规划, 城市设计
 urban square 城市广场
 visual landscape 视觉景观

3. Exercises

(A) Sentence Translation

(a) *Directions: Translate the following sentences into English, using the phrases or patterns given in the brackets.*

- (1) 的确 (to be sure), 一个人要花很多年去学习有关园艺设计或景观设计 (landscape design) 的知识。
- (2) 你可以借助 (supplement) 图片直观地看出该花园的设计理念, 从中受益 (profit from)。
- (3) 每当你整合 (put ... together) 某样东西的时候, 不管你做的项目多么微不足道 (humble), 这就是在设计。
- (4) 更为复杂一些的元素或原理也是以这些基本要素 (basic elements) 为基础的。
- (5) 景观设计有五个基本要素, 包括色彩、形态、线条、比例 (scale) 和材质。
- (6) 在过去的 40 年间, 人们努力使室内设计领域专业化 (professionalize), 并给予它与建筑平等的地位。
- (7) 自然简约的室内设计 (interior design) 展现的是一种生活方式。
- (8) 简约精神主要源自于 (derive from) 20 世纪初的西方现代主义。
- (9) 当今的设计师面临着前所未有 (unprecedented) 的挑战。
- (10) 实习 (internships) 给学生们提供了机会, 使他们能将课堂所学用于 (apply) 实践中。

(b) *Directions: Translate the following sentences into Chinese.*

- (1) Landscape design is the art of arranging or modifying the features of a landscape, and urban area, etc. , for aesthetic or practical purposes.
- (2) Historically, squares were the center of communities, and they traditionally helped shape the identity of entire cities.
- (3) The design scheme is based on protection, recovery and enrichment of landscape resources in Wetland Park.
- (4) How we deal with the whole rainwater cycle and drainage is probably the most important thing we can develop in terms of sustainability(可持续性).
- (5) Robert Reich School of Landscape Architecture undergraduate and graduate programs shine on the national stage because of dedicated faculty, eager students wanting to do great work and proud alumni.
- (6) The program concentration is to provide an intensive immersion in the core theory and practical knowledge of landscape architecture.
- (7) The teaching philosophy encourages graduate students to bring their previous intellectual interests and skills into their work in landscape architecture.
- (8) Your firm may provide employees more opportunities to work on some of the most challenging, innovative and award-winning global architectural design projects in the world.
- (9) In any given day, you may manage several different projects ranging from small designs to large-scale master-planned communities.
- (10) In the public sector, an architect might be under less scrutiny but still has the same demands of getting the work done.

(B) Role Play

Situation 1 Work in pairs and role play a job interview that is related to your special field of study.

Situation 2 You are the principle designer for the Shahu Park. First, you make a presentation about this project to your client, and then your client asks you several questions around your design philosophy and implementation.

Situation 3 You are admitted to a master's degree program of interior design at Parson University. Your undergraduate schoolmate is planning to apply for it and comes to consult you about the program.

Project 2 Self-Promotion of a Graphic Designer

1. Situational Dialogues

Dialogue 1

Situation: Jack and Amy are classmates. Their major is graphic design. They are talking about how to introduce their major in the job interview.

J: Jack A: Amy

J: Hi, Amy. How are you?

A: Not so good. And you?

J: I'm fine. Just now you said "not so good." What's wrong with you?

A: You know I am hunting for a suitable job. I want to be a graphic designer.

J: Yes, I know. In our class, most classmates want to do work related to our major.

A: Could you do me a favor?

J: Yes, of course.

A: Could you give me some suggestions on how to introduce our major in the job interview?

J: Sure. Firstly, you should give a brief introduction to our major, that is to say, give the definition of our major.

A: Definition?

J: Yes. Graphic design is the methodology of visual communication, and problem-solving through the use of type, space and image.

A: And then?

J: And then you should say something about the scope our major involves. Graphic design is too general, including 2D design, such as advertising design, photography, logo design, lettering design, etc.; 3D design, such as display design, product design, package design, etc.; 4D design, such as animation design, stage design, and so on. For me, I mainly work on advertising design.