

工业设计专业教学丛书

工业设计专业英语

ENGLISH FOR INDUSTRIAL DESIGN

王昭主编



ENGLISH

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工业设计专业教学丛书

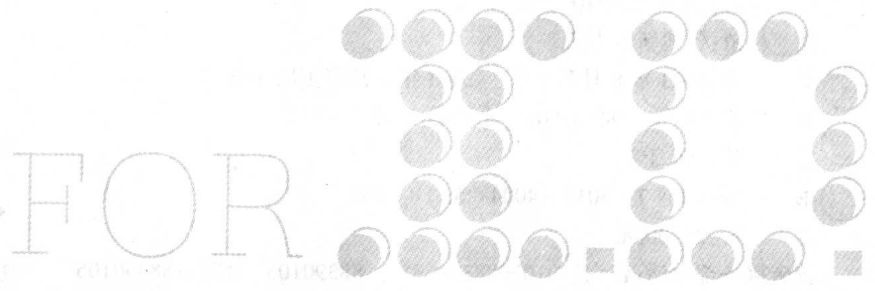
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王昭 主编
孙涛 孙菀 参编



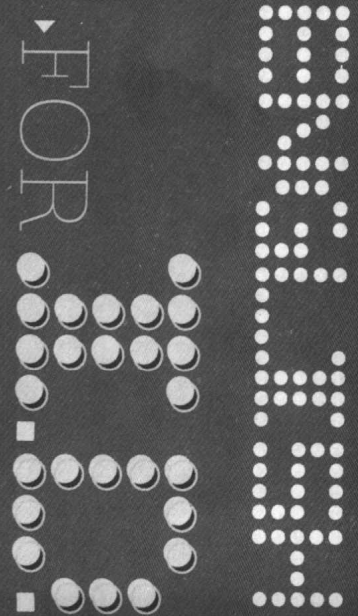
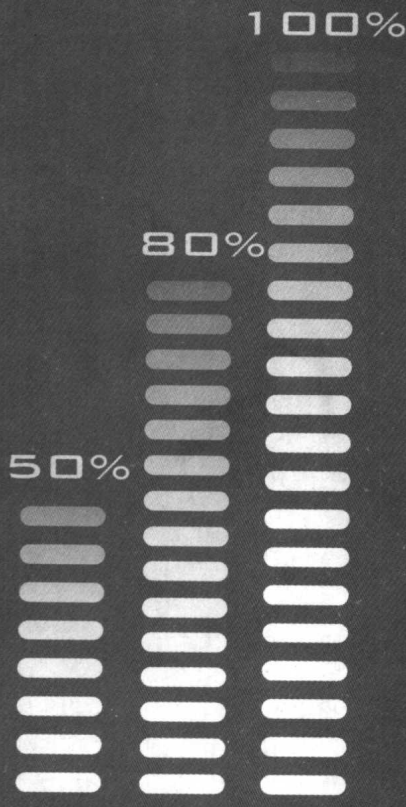
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前 言

随着中国工业设计教育的蓬勃发展,越来越多的设计院校开展了对外交流活动。伴随交流的广度和深度发展,国内设计界视野大为拓宽,并对在校学生、专业设计人员的英语交流能力提出了更高的要求。但到目前为止,工业艺术设计方面的英语教材少之又少,不能满足广大读者的需求。为此,在江南大学设计学院刘观庆、张福昌和江建民老师指导下,我们推出这本《工业设计专业英语》,希望把长期教学、对外交流等实践经验汇集成册,从提高习读者兴趣,培养有益得当的学习方法入手,促进艺术设计人员实际英语交流能力的提高。

本书特色:

A. 崭新的逻辑框架

根据国内设计教育的特色以及设计程序自身的特点来合理安排文章构架,便于读者宏观把握全书内容。

B. 内容选材新颖、涵盖面广

全书共有 26 篇文章,涉及与设计相关的社会、人文、技术等各个方面。为了让读者把握住时代的脉搏,本书选择大量对外交流中经常出现的话题,如民族化设计、计算机辅助设计、现代艺术对设计的影响、到国外去学习设计等。所选材料难易适中,便于实际应用。

C. 实用资料的汇总

该书附录集合了各种实用的中英文对照资料库,其中包括:设计酷站推荐、设计浪潮艺术团体、人物、事件词汇表、产品名称大全、材料、材质归纳词汇表。在和外国设计界同行交流之前,临阵磨枪,相信必能大有裨益。

D. 英语语言和设计学习经验汇总

本书除了提供大量关于英语学习的宝贵经验外,更于篇章之间罗列了珍贵的设计心得,使读者将英语学习方法和设计思维互相渗透、融会贯通。

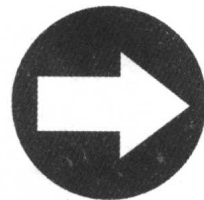
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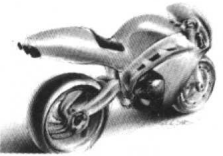
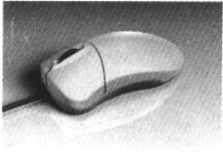
突破传统,思考无处不在。本书以笔记的编排方式,将正文与注释并列在一起,能够迅速为您提示文章的精华所在,为您建立有益的学习模式。

F. 适合读者群

本书适合:(1)设计学本、专科二年级以上专业课堂教学使用;(2)专业设计人员自学使用;(3)工业艺术设计类出国留学人员使用;(4)对工业设计有兴趣的人自学使用。

创新是设计的生命和灵魂,语言学习更应该提倡新的探索。希望读者通过对本书的学习,争分夺秒,集合所学的点点滴滴,为自己在学





习和工作中打开思路,让我们共同用心发现吧!

非常感谢陈嘉嘉同学及编者家人的大力支持和帮助!

由于我们编写水平有限,疏漏之处在所难免,真诚希望外语界和设计界的各位同仁、朋友给我们提出宝贵意见并给予指正,以便再版时进行修正。谢谢!

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Industrial Design & History

工业设计及其历史

UNIT 1



To be a real veteran, start from the history of industrial design, and get ready to show off at any time!

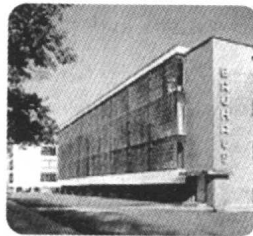
学说两句设计史话,立刻成为设计行家!

本课难度: ●●○○

Bauhaus 包豪斯

History

The Bauhaus was founded in 1919 by an architect named which sought to **integrate art and economics**, and to add an element of engineering to art. The Werkbund movement was unable to achieve this integration, but the founding of the Bauhaus saw the solution that had previously been overlooked. The Bauhaus was founded by the combining of the **Weimar Art Academy**, and the Weimar Arts and Crafts School. Students at this new school were trained by both an artist and a master craftsman, realizing the desires of Gropius to make “modern artists familiar with science and economics, that began to unite creative imagination with a practical knowledge of craftsmanship, and thus to develop a new sense of functional design.”



NOTES:

(德)工作联盟

魏玛艺术学院

即使在学校发展方向明显而频繁地变化时,包豪斯设计学院依然在整个办学过程中保持了最初三个目标。

Ideologies

The school had three aims at its inception that stayed basically the same throughout the life of the Bauhaus even though the direction

of the school changed significantly and repeatedly. The first aim of the school was to “rescue all of the arts from the isolation in which each then found itself,” to encourage the individual artisans and craftsmen to work cooperatively and combine all of their skills. Secondly, the school set out



to elevate the status of crafts, chairs, lamps, teapots, etc., to the same level enjoyed by fine arts, painting, sculpting, etc. . The third aim was to maintain contact with the leaders of industry and craft in an attempt to eventually gain independence from government support by selling designs to industry.

With these at its basis the Bauhaus began and influenced our lives immensely in ways that most people probably take for granted.

NOTES:

自从包豪斯开始注重发展“艺术结合技术”的教育以后，整个学院处处都在创新，甚至于生活的方方面面都受到了影响。

Innovations and Achievements

Since the school tried to combine art with engineering and craftsmanship, innovation ran rampant through the Bauhaus resulting in a multitude of advances affecting the most basic aspects of life. “Everyone sitting on a chair with a tubular steel frame, using an adjustable reading lamp, or living in a house partly or

entirely constructed from prefabricated elements is benefiting from a revolution in design largely brought about by the Bauhaus;” The practical innovations developed by the Bauhaus have profoundly effected designs favoured by industry as shown by the desks and chairs that fill offices, lobbies, and lounges across America, not to mention the portable class-



rooms that seem to be favoured today, delivered on trucks, propped up and bolted together and filled with those ubiquitous tubular steel and plastic chairs. The effects of the Bauhaus stretches beyond our furniture and light fixtures, into the realms of architecture, theater, and typography. where the designs and style of the Bauhaus are still spoken of today.

From: <http://people.ucsc.edu/~gflores/bauhaus/history.html>



WORDS AND PHRASES TO REMEMBER:

- | | |
|-----------------------------------|------------|
| 1. to integrate art and economics | 将艺术与经济整合起来 |
| 2. rampant (a.) | 繁茂的; 蔓生的 |
| 3. tubular steel | 钢管 |
| 4. prefabricated (a.) | (建筑) 预制构件的 |
| 5. designs avoured by industry | 适应工业化的设计 |
| 6. prop up | 扶持; 支持 |

7. bolt (v.)

拧上, 插上; 将...用螺栓拧紧

8. ubiquitous (a.)

到处存在的, 普遍存在的

⇒ 学习交流

试用英语描述你所熟知的设计师的设计历程。

⇒ 本书提示

Before starting to read this book, you should build a framework of your own glossary: categorize your featured vocabulary when you encounter new words/phrases/sentences.

在学习本书之前, 你应该首先建立起自己的生词框架, 比如: 单词/短语/句子。这是一种良好的学习习惯, 因为条理化可以使你做到心中有数, 这对一个训练有素的设计师尤为重要。

UNIT 2



What is industrial design? Get ready to answer with the aid of this article!

如果有人问起你什么是工业设计，这篇文章就可助你解答！

本课难度：●●○○○

ICSID 国际工业设计联合会

What is Industrial Design?

Industrial Design is concerned with all the human aspects of machine - made products and their relationship to people and the environment. The designer is responsible for these products and their impact on society and nature. The designer accounts for the product's human factors engineering, safety, form, color, maintenance and cost. Industrial design deals with consumer products as well as industrial products. **In order to achieve these ends, designers must be involved in four major design and research activities: human behavior, the human - machine interface, the environment, and the product itself.**

Areas of design investigation include furniture, housewares, appliances, transportation, tools, farm equipment, medical/electronic instruments, human interface, and recreational support equipment.

Industrial Design



NOTES:

为了达到这些目的，设计师必须投入到以下四项有关设计和研究的活动中去：人类行为学，人机界面学，环境学以及对产品本身的研究。

Aim.

Design is a creative activity whose aim is to establish the multi-faceted qualities of objects, processes, services and their systems in whole life - cycles. Therefore, design is the central factor of innovative humanization of technologies and the crucial factor of cultural and economic exchange.

Tasks.

Design seeks to discover and assess structural, organizational, functional, expressive and economic relationships, with the task of:

1. Enhancing global sustainability and environmental protection (global ethics)
2. Giving benefits and freedom to the entire human community, individual and collective final users, producers and market protagonists (social ethics)
3. Supporting cultural diversity despite the globalization of the world (cultural ethics).
4. **Giving products, services and systems, those forms that are expressive of (semiology) and coherent with (aesthetics) their proper complexity.**

Design concerns products, services and systems conceived with tools, organizations and logic introduced by industrialization not just when produced by serial processes. **The adjective "industrial" put to design must be related to the term industry or in its meaning of sector of production or in its ancient meaning of "industrious activity".**

Thus, design is an activity involving a wide spectrum of professions in which products, services, graphics, interiors and architecture all take part. Together, these activities should further enhance in a **choral way** with other related professions the value of life.

Therefore, the term designer refers to an individual who practices an intellectual profession, and not simply a trade or a service for enterprises.

From: ICSID

NOTES:

将产品、服务和系统这些符号形式与美学结合起来的任务。

在工业设计中形容词“工业的”一定是和单词“工业”或产品分支的意思联系在一起的，其最早的含义是“工业活动”。

以合作的方式



WORDS AND PHRASES TO REMEMBER:

- | | |
|----------------------------------|---------------|
| 1. account for | 对……负有责任 |
| 2. the human - machine interface | 人机界面 |
| 3. protagonist (n.) | 主角, 主要人物; 倡导者 |
| 4. ethics (n.) | 伦理学, 道德学 |
| 5. aesthetics (n.) | 美学 |

6. spectrum (n.)

系列; 范围; 幅度 [(+ of)]

7. choral (a.)

歌唱队的; 合唱的

⇒ 学习交流

1. 向不了解工业设计的中/外人士用英语讲述工业设计。
2. 思考新时代工业设计得以拓宽的领域以及变化, 请当堂用英语交流。

⇒ 本书提示

向一个完全外行的人介绍工业设计, 你是否有过这样的“苦难历程”? 因为他们总是会单纯地以为你是一个“机械工程师”, 或是“搞产品外包装”的人。工业设计活动的推广和提升也需要我们大家用文字默默耕耘。

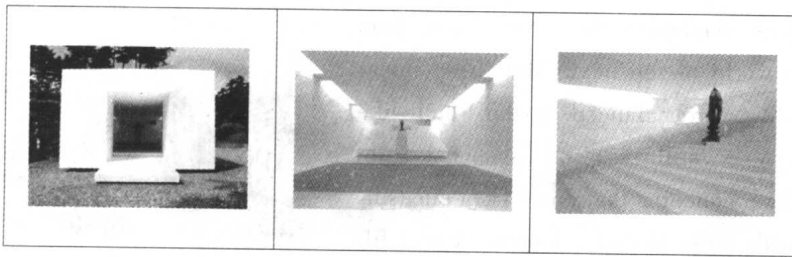
Relative Subjects 相关学科

UNIT 3



Understand the soul of architecture design!
领会建筑设计的精髓!

本课难度: ●●●○



White Temple 白色寺庙

By Naomi R. Pollock, AIA

White Temple, the recent addition to Zuisen - ji, a Buddhist temple compound on the outskirts of **Kyoto**, hardly blends in with the scenery. **The rectangular, concrete box amid a sea of black gravel contrasts dramatically with the existing main hall, monks' quarters, and belfry timber post - and - beam structures capped by swooping tile roofs.** Not to mention the mountains in the distance and Lake Tsutenko nearby. Though modern looking, White Temple has the hallmarks of its historic antecedents: a form that underscores the setting's natural beauty, a sequence of spaces tailored to a particular ritual, and a sanctuary that invites contemplation.

An austere, one - room chapel used exclusively for memorial ser-

NOTES:

京都

更有趣的是,这个漂浮于一片黑色沙砾上的长方形水泥盒子,与周围的环境(原来寺庙的正殿、禅房,以及由瀑布泻而下的瓦顶覆盖的木梁结构钟楼)戏剧般地形成了强烈对比。

NOTES:

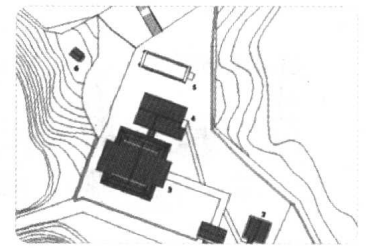
为了吸引目光向上，圣坛内部的台阶一直延续向上，最高的地方几乎接近屋顶，其间距离刚好放下一尊佛像，在背后映衬的是用传统手法制成的道道镀金光环和许多小佛像。

在前后大门之间，两侧墙壁上狭长的磨砂天窗横贯整个室内。

vices, the 32,000 – square – foot White Temple is divided into two halves: one for mourners and one for mortuary tablets inscribed with the names of the deceased. A smooth marble slab floating above the ground and jutting out from the building draws visitors in. It leads first to the seating area for family members, designated by straw tatami mats set into the floor, followed by another marble – floored area for monks conducting the service.

The second half of the room is dominated by a massive stepped platform where the memorial tablets are placed during the ritual. **Intended to draw the gaze upward, the stepped platform hovers slightly above the floor and culminates in a modest altar where a Buddha figure stands, illuminated from behind in the traditional manner of gokou, the painted, golden halo accompanying many Buddha statues.**

Though largely eclipsed by the stepped platform, the rear window echoes the generous front entrance. **A pair of narrow frosted – glass skylights running down either side of the building spans the distance between these two openings.** Small fixtures tucked beneath the base of the stepped platform supply additional light for evening services. The building's dominant axis and strong sequence of spaces symbolize the progression from this world to the next. But these linear qualities are balanced by the womb like interior's stillness and suspension of outside concerns that come from encasing it with walls almost a foot thick and filling it with muted light. Yamaguchi's intention was to recreate the atmosphere of a Zen meditation garden within the sanctuary.



From: Architectural Record



WORDS AND PHRASES TO REMEMBER:

1. a Buddhist temple	佛家寺庙
2. blend in with the scenery	情景交融
3. gravel (n.)	沙砾, 碎石
4. timber post – and – beam	木制柱和横梁
5. hallmark (n.*)	标志, 特征
6. antecedent (n.)	经历; 学历; 祖先
7. belfry (n.)	钟楼
8. chapel (n.)	(学校、医院、王宫等的)附属礼堂
9. memorial service	追悼纪念仪式
10. mourner (n.)	悲伤者; 哀悼者; 公开忏悔者