

# ENGLISH

大学专业英语系列教材

## 大学动漫英语



(下册)



主编 林 娜



对外经济贸易大学出版社

University of International Business and Economics Press

大学专业英语系列教材

# 大学动漫英语 (下册)

## Animation English II

主 编 林 娜

副主编 路 丽 于 丹

对外经济贸易大学出版社

中国·北京

**图书在版编目 (CIP) 数据**

大学动漫英语. 下册 / 林邴主编. —北京: 对外  
经济贸易大学出版社, 2011  
大学专业英语系列教材  
ISBN 978-7-5663-0233-5

I. ①大… II. ①林… III. ①动画 - 英语 - 高等学校  
- 教材 IV. ①H31

中国版本图书馆 CIP 数据核字 (2011) 第 224271 号

© 2011 年 对外经济贸易大学出版社出版发行

版权所有 翻印必究

**大学动漫英语 (下册)**  
**Animation English II**

林 邴 主编

责任编辑: 朱笑妍 戴 菲

---

对外经济贸易大学出版社

北京市朝阳区惠新东街 10 号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: [uibep@126.com](mailto:uibep@126.com)

---

北京市山华苑印刷有限责任公司印装 新华书店北京发行所发行

成品尺寸: 185mm × 260mm 11 印张 249 千字

2011 年 11 月北京第 1 版 2011 年 11 月第 1 次印刷

---

ISBN 978-7-5663-0233-5

印数: 0 001 - 5 000 册 定价: 26.00 元 (含光盘)



# 出版说明

专业英语是大学英语教学的一个重要组成部分，是促进学生们完成从英语学习过渡到实际应用的有效途径。2004 年，教育部在《大学英语课程教学要求（试行）》提出了对非英语专业本科生的英语水平要求：1. 能听懂所学专业的讲座，掌握其中大意，抓住要点。2. 能在国际会议和专业交流中宣读论文并参加讨论。3. 能借助词典阅读英语原版教材和英语国家报刊杂志上的文章，能比较顺利地阅读所学专业的综述性文献。4. 能用英语撰写所学专业的简短的报告和论文。

鉴于以上要求，对外经济贸易大学出版社推出了一套适合非英语专业本科生使用的“大学英语专业教材”。非英语专业的本科学生在低年级（大一、大二）学习过基础英语课程以后，就需要进入较高层次的、与本专业相关的英语学习。本套教材以教育部提出的英语教学要求为基础，注重非英语专业学生所学英语的实用性，努力提高其用英语交流所学专业知识的能力。

这套教材拟包括艺术类、理工类、财经类、医学类、社科类等几大门类，适合高年级（大三、大四）英语基础已经比较牢固的本科生使用，系统地满足广大非英语专业本科学生对英语学习的个性化要求，实用性及针对性强，是对公共基础英语教材的有效补充。

值得注意的是，本系列教材不是封闭的，它随着教学模式和课程设置的变化，将不断扩大覆盖面，推出新的教材。

同时，本套教材根据自身特点将选配辅导用书或 PPT 课件、MP3 光盘等立体化教学资源，供广大读者参考。本系列教辅资料请登录 <http://www.uibep.com/> 下载。

对外经济贸易大学出版社外语图书事业部

2011 年 10 月

# 前言



《大学动漫英语》是一套英语与动画专业相融合的新型高职公共英语教材。该教材以动画职业岗位所需的英语为基本目标,注重学生语言应用能力的培养,进而培养学生借助英语完成目标岗位的工作能力。

该教材从艺术院校学生的英语基础实际出发,注重教材中语言基础知识的权重。通过对通用词汇、基本语法、听力与口语等语言基本功的训练与专业知识学习实现了有机的结合。

该教材包含上下两册,每册 10 个单元,每一单元的学习内容贴近实际的动画制作行业技术和商业情景,不仅覆盖动画技术的发展历史、现状和发展趋势,世界上著名的动漫制作企业、著名的动漫节、著名的动漫作品,而且也包含了动漫制作技术、动漫制作流程,以及重要的做作工具,包括各种软件和专用操作系统等。另外,每一个单元也包含环艺设计相关知识。便于艺术和环境艺术设计等专业的学生学习使用。

本教材的上册主要涵盖什么是动画、动画的发展历史、著名的动漫企业、动漫作品、动漫节、绘画、Flash 动画、电脑动画游戏、动画广告、设计定位、风格定位、设计理念表达、建筑装饰材料、庭院布局、展示空间设计等等,同时每个单元都有著名的动画影片的赏析,有背景介绍、剧情简介、语言点、佳句欣赏、听力练习、看听说练习、口语讨论等项目构成。尤其是听写练习,我们选择了对话相对密集,语言比较有特色的部分,用书面练习带动语言训练,旨在把学生带入动画世界,激发学生学习动画英语的热情,调动学生的学习积极性,并积累足够的相关词汇和语法知识,为后面学习与专业知识和职业技能结合更加紧密的课程做准备。

本教材的下册的主要内容包括各种动画制作技术,包括动画剧本的写作、动画角色创作、艺术设计、色彩理论、背景构图、动画与音乐、动画表演、全球动画产业等等,还涉及景观小品设计,建筑漫游动画,视觉传达设计等知识。旨在通过英语学习巩固和强化通过其他渠道所学到的专业知识。同时本教材还包括动画制作流程、动画制作软件、动画技术应用等,目的是让同学在动画制作实践过程中使用动画英语。

本教材的课程安排力求系统,不仅有专业文章阅读,实际工作对话、词汇练习、语法练习,每个单元后面还有供选学的扩展材料,以满足不同英语水平的艺术类学生的需求。

本套教材由四部分组成:学生用书,辅导用书,教师 PPT 课件及配套的教学光盘。在本书的编写过程中,我们得到了我校外国专家的热情帮助,动画学院负责人王静老师给予了耐心建议,提供了一些专业资料。另外动画专业高鸿生老师、色彩构成刘涛老师、环境艺术专业郭明珠、吕苗苗老师、英语系的李毓明和张燕老师也都参加了本书的资料搜集工作。在此,对大家的支持表示衷心的感谢!如果教材中存在欠缺之处,敬请专家学者不吝指正。

编写组

2011 年 10 月

# *Contents*



Unit 1	Art and Design	1
Unit 2	Color Theory	23
Unit 3	The Process of Animation Making	41
Unit 4	Applied Animation	61
Unit 5	Animation Scriptwriting—Creating Characters	77
Unit 6	Animation Scriptwriting—Creating Stories	89
Unit 7	Animation Software	101
Unit 8	Global Animation Industry	113
Unit 9	Animation Industry Promotion Program	123
Unit 10	Appeal of Art	131
语法汇总练习题		141
Appendix 1		147
Appendix 2		151
Appendix 3		153
Appendix 4		157
Appendix 5		161
References		166

# Unit 1

## Art and Design

## 艺术设计

### Unit Objectives

In this unit, you will learn the definitions of art, design, artist and designer, and what your profession is.

#### 1 Listening

Li Hua is at Shanghai Pudong International Airport to meet a business associate with her company. Listen to the dialogue and fill in each blank with the missing information.

To meet: Mr. \_\_\_\_\_ from \_\_\_\_\_

Luggage: \_\_\_\_\_

To pick up: The guest in \_\_\_\_\_

Greeter's name: Miss Li Hua from the \_\_\_\_\_

### Words and Expressions

household: a. 家庭的, 家喻户晓的

Super Girl's Voice was so successful that it became a household word. “超级女声”很成功, 以至于这个词都已经家喻户晓了。

see...with one's own eyes 亲眼目睹

I hope you will enjoy your stay here. 希望您在此过得愉快。



help sb. with sth. 帮某人做某事

afar [ə'fa:] *adv.* 在远处, 从远处

associate [ə'səʊʃieɪt] *n.* 同伴, 伙伴, 合伙人 *vt.* 联合, 联想

She associated happiness with having money.

她把幸福和有钱联想到一起。

limo ['liməʊ] *n.* 豪华轿车

## E x e r c i s e s

Translate the following sentences into English.

1. 我明天要去上海浦东国际机场接我们公司的业务伙伴。

2. 关于这位世界著名的艺术家, 我已经听说过很多了。

3. 我希望我能有机会亲眼目睹这位家喻户晓的艺术家。

4. 总经理, 让我来帮您拿行李吧。

5. 请问您是纽约来的佳华日用品公司的戴尔先生吗?

## O r a l E n g l i s h P r a c t i c e

How to offer reception service to the visitors.

—Inquire for the identity of the visitor

May I have your name, please?

What company are you from?

Could you tell me what company you are representing?

—If he or she is your old friend

What brings you here?

—Inquire for the purpose of visiting

Do you have an appointment?

Would you give me your business card?

And can I ask what you wish to see my general manager about?

—Ask the visitor to wait for a moment

I'll see if the general manager is available.

Would you please have a seat and wait for a few moments.

Would you like coffee or tea? How do you like your coffee?

—To see the manager

Please have a seat, Mr. Wang and Mr. Liu will see you in a few minutes.

Mr. Zheng is expecting you. I'll tell him that you're here.

Would you come this way, please?

—How to politely refuse a visitor

Mr. Wang is occupied at the moment and wants to know if your business is urgent.

Mr. Wang may want to get in touch with you in the future. Would you leave your card?

Read the above sentences loudly and practice in pairs.

## 2 Reading

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 dormitory.

**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 eight majors, Exhibition Engineering, Computer Graphics, Photography Communication, Indoor Design, Architectural Walk-through Animation, Visual Communication Design and Multimedia Animation, Cartoon & Animation, I like Cartoon & Animation best. Helen, how about you?

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

## Words and Expressions

major ['meɪdʒə] *n.* 主修, 专业 *adj.* 主要的 *vi.* 主修

dormitory ['dɔːmɪt(ə)ri] (*pl.* -ies) (大学或学院的) 学生宿舍

department [dɪ'pɑːtmənt] *n.* 部门; [美] 部; (学校、学术机构的) 学部, 系

including [ɪn'kluːdɪŋ] *prep.* 包含, 包括

language ['læŋɡwɪdʒ] *n.* 语言

exhibition [ˌeksɪ'biʃən] *n.* 展示, 展览

engineering [ˌendʒɪ'niəriŋ] *n.* 工程学, 工程

computer graphics 电脑图形图像

photography [fə'tɒɡrəfi] *n.* 摄影术

attract [ə'trækt] *v.* 吸引, 有吸引力

## Notes

1. Exhibition Engineering 展示工程
2. Computer Graphics 计算机美工
3. Photography Communication 摄影传播
4. Cartoon & Animation 卡通动画
5. Architectural Walk-through Animation 建筑漫游动画
6. Walk-through: (Computing) a software model of a building or other object in which the user can simulate walking around or through (计算机) 行走视图软件模型
7. Visual Communication Design 视觉传达设计

## Exercises

### I. Answer the following questions according to the dialogue.

1. What are Helen and Daniel talking about?  
\_\_\_\_\_
2. Which department is the biggest one in their school?  
\_\_\_\_\_
3. Which department is Helen in?  
\_\_\_\_\_
4. Which major does Daniel like best ?  
\_\_\_\_\_
5. What is Helen's favorite major?  
\_\_\_\_\_

### II. Sentence patterns

1. Which + *n.* do you like best? 你最喜欢哪个……?  
I like + *n.* best. 我最喜欢……/ My favorite + *n.* is  
全球范围内你最喜欢哪个城市? 我最喜欢纽约。  
\_\_\_\_\_
2. How many + *n. (pl.)* are there in + *place*?……什么地方有多少……?  
在北京市共有多少所大学? 在海南共有多少个旅游景点?  
\_\_\_\_\_
3. Which + *n.* is the + 形容词最高级? ……是最……?  
我们学校哪个系最大?  
\_\_\_\_\_

### III. Translate the following passage into English.

2009 年我被东方美术学院录取了, 非常幸运和丹尼在同一系——设计系。设计

系是我们学校最大的一个系，共有八个专业：展示工程、计算机美工、摄影传播、室内设计、建筑漫游动画、视觉传达设计、卡通动画和影视多媒体。我最喜欢建筑漫游动画，它非常吸引我。

---

---

---

---

---

### 3 Reading for specific purpose

**Read the following passage. Then state your understanding about art, design, artist and designer, design elements and principles.**

#### Art and 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 is a creative problem solving process that brings attention, care and sophistication to the realization of ideas. We all have unique life experiences. Each of us is capable of drawing upon our unique world view-which translates into our uniquely creative point of view. Creativity is at the heart this life experience. It is a divine tool that can change the world and is available to us all.

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 line, shapes or figures as decoration on a carpet, vase, etc.

##### Who 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.

##### Who is called designer?

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

##### What are design elements and principles?

Design elements and principles are the basic visual toolbox of design tactics in every visual design discipline. The elements form the basic vocabulary of visual design, while the principles constitute the broader structural aspects of the composition.

## Words and Expressions

- refer to *vt.* 涉及, 指的是, 提作, 参考,  
 visual form: a device that gives information in a visual form, as on a screen.  
 sculpture ['skʌlptʃə] *n.* 雕塑 *vt.* 雕刻, 雕塑  
 practice ['præktɪs] *n.* 练习, 实行, 习惯; 业务  
 ability [ə'bɪləti] *n.* 能, 能力, 专门技能, 天资, 才智  
 especially [ɪs'peʃəli] *adv.* 特别, 尤其  
 contrasted with *adv.* 和……相反 (和……相对比)  
 creative [kri'eɪtɪv] *adj.* 创造性的, 有创造力的  
 unique [ju:'ni:k] *adj.* 独一无二的, 仅有的, 惟一的  
 divine [di'vaɪn] *adj.* 神的, 天赐的, 极好的  
 outline ['aʊləɪn] *n.* 大纲, 轮廓,  
 arrangement [ə'reɪndʒmənt] *n.* 安排, 商议, 整理  
 figure ['fɪɡə] *n.* 图形, 数字, 形状; 人物, 外形  
 decoration [ˌdekə'reɪʃən] *n.* 装饰, 装饰品  
 carpet ['kɑ:pɪt] *n.* 地毯, 毛毯 *vt.* 铺以地毯  
 machinery [mə'ʃɪnəri] *n.* (总称) 机器, 机械  
 furniture ['fɜ:nɪtʃə] *n.* 家具  
 fashionable ['fæʃənəbl] *adj.* 流行的, 时髦的  
 element ['elimənt] *n.* 元素, 成分, 要素  
 tactics ['tæktɪks] *n.* 战术, 策略, 手段  
 constitute ['kɒnstɪtju:t] *vt.* 构成, 组成  
 composition ['kɒmpə'zɪʃən] *n.* 创作, 写作, 作曲, 作品, 著作

## Notes

1. e.g.意为举例来说
2. design elements and principles 设计的要素和原则
3. the basic visual toolbox 基本的可视化工具
4. design tactics 设计手法
5. structural aspects 结构层面
6. the design composition 设计作品
7. etc.是 et cetera (=and so on) 的缩写, 意为等等, 及其他

## Exercises

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

#### Column A

1. major
2. exhibition

#### Column B

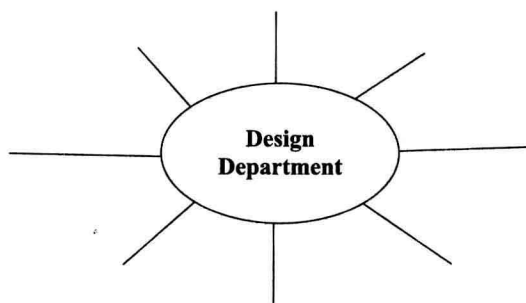
- A. something distinguished from its surroundings by its outline
- B. animation

- |                |   |
|----------------|---|
| 3. graphics    | C. the field of academic study which a student specializes in |
| 4. photography | D. lettering, drawings, etc.                                  |
| 5. cartoon     | E. the person who produces designs                            |
| 6. shape       | F. the art for exhibiting                                     |
| 7. designer    | G. the art of taking and printing photographs                 |

## II. Translate the following sentences into Chinese.

- Art refers to the creation or expression of something beautiful, especially in a visual form, e.g. painting, sculpture.  
\_\_\_\_\_
- We all have unique life experiences.  
\_\_\_\_\_
- Design elements and principles are the basic visual toolbox of design tactics in every visual design discipline.  
\_\_\_\_\_
- Designer refers to the person whose job is designing, e.g. machinery, furniture, fashionable clothes.  
\_\_\_\_\_
- Design is the organized arrangement of one or more elements and principles (eg. line colour or texture) for a purpose.  
\_\_\_\_\_

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



## 4 Further Reading 1

What is the difference between the elements of art and the principles of design?

### Elements of Art

**Color:** Also referred to as hue, color is the appearance of an object created by the

quality of light it reflects. The term color also can refer to a paint, dye, pigment, or other substance that conveys color.

**Form:** A three-dimensional object or, in an artwork, the representation of a three dimensional object, defined by contour, height, depth, and width.

**Line:** A mark on a surface, usually created by a pen, pencil, or brush. Lines vary in width, length, direction, color, and degree of curve, and can be two-dimensional or implied.

**Shape:** A two-dimensional figure created by connecting actual or implied lines that enclose an area of space. A shape can be geometric (such as a circle or square) or organic (having an irregular outline).

**Space:** The open or empty area round, above, between, within, or below objects. Shapes and forms are defined by the empty space surrounding them (negative space) and by the space they occupy (positive space).



**Texture:** The way a surface feels (actual texture) or looks (visual texture). words such as rough, smooth, shiny, and dull are used to describe texture.

**Value:** The lightness or darkness of a color. For example, pink is a light value of red, while navy is a dark value of blue.

## Principles of Design

**Balance:** The arrangement of the parts of an artwork to give an overall sense of equality in visual weight. Balance can be symmetrical, asymmetrical, or radial.

**Emphasis:** The visual accent, stress, or sense of importance created in an artwork by the color, size, shape, and placement of an object or area; the area or object to which the viewer's attention is drawn.

**Pattern:** The regular repetition of colors, lines, shapes, or forms in an artwork.

**Proportion:** The relationship between the size, placement, or amount of one part of an artwork and that of another part of the whole. For example, an artist drawing a head will keep in mind the size relationship of the nose to the face.

**Rhythm:** A sense of movement achieved by the repetition of one or more elements of art, such as colors, lines, shapes, or forms in an artwork.

**Unity:** The quality that occurs when all parts of an artwork combine to create a sense of wholeness and completion.

**Variety:** The use of different elements of art to add interest to an artwork.

**Composition:** The arrangement of elements of art such as line, shape, and color to create a balanced, unified artwork.

**Design:** The creative, organized and methodical arrangement of lines, spaces, colors, shapes, textures, and other elements in an artwork. Also, the act of planning and arranging the parts of an artwork.



# Words and Expressions

- hue [hju:] *n.* 色彩, 色调
- appearance [ə'piərəns] *n.* 外观, 表面
- reflect [ri'flekt] *vt. & vi.* 反射 (光、热、声或影像)
- pigment ['pigmənt] *n.* (粉状) 颜料, 天然色素
- substance ['sʌbstəns] *n.* 物质
- convey [kən'vei] *vt.* 表达, 转达
- three-dimensional [θri:'dimenʃənəl] *adj.* 三维的, 三度的, 立体的, 真实的
- contour ['kɒntʊə] *n.* 外形, 轮廓, 略图
- curve [kə:v] *n.* 曲线, 弧线
- implied [im'plaid] *adj.* 暗指的, 含蓄的
- enclose [in'kləuz] *vt.* 把……围起来
- occupy ['kjupai] *vt.* 填满; 占用, 占据 (空间, 时间)
- rough [rʌf] *adj.* 粗糙的; 不平的
- smooth [smu:ð] *adj.* 光滑的; 平坦的; 平静的
- shiny ['ʃaɪni:] *adj.* 发光的; 明亮的
- dull [dʌl] *adj.* 不鲜明的, 无光泽的, 晦暗的
- value ['vælju:] *n.* (艺术)(色彩) 浓淡关系, 明暗度
- navy ['neivi] *n.* 藏青色
- balance ['bæləns] *n.* 平衡
- arrangement [ə'reindʒmənt] *n.* 安排; 解决办法
- overall ['əuvərə:l] *adj.* 总体的; 全面的; 综合的
- equality [i:'kwɒləti] *n.* 同等, 平等
- symmetrical [si'metrikəl] *adj.* 对称的; 匀称的
- asymmetrical [æsə'metrikəl] *adj.* 不对称的; 不匀称的
- radial ['reidi:əl] *adj.* 辐射状的; 放射式的; 径向的; 星形的
- emphasis ['emfəsis] *n.* 强调, 重点
- pattern ['pætən] *n.* 样式, 图案
- repetition [,repɪ'tɪʃən] *n.* 重复, 反复, 重复的事
- proportion [prə'pɔ:ʃən] *n.* 比例, 相称, 协调
- rhythm ['rɪðəm, 'riθəm] *n.* [诗] 格律; 韵律【美】(色彩变化、浓淡配置等的) 调和, 匀称, 和谐
- unity ['ju:niti] *n.* 和谐; 一致; 统一
- variety [və'reiəti] *n.* 变化; 多样化
- composition ['kɒmpə'ziʃən] *n.* (绘画中的) 构图, 布局
- texture ['tekstʃə] *n.* 手感, 质感, 质地
- methodical [mi'θɒdikəl] *adj.* 有条理的, 井然的



## Notes

1. Principles of Design 设计的原则
2. Elements of Art 艺术元素
3. negative space (构图中) 实体周围的空间: Negative space, in art, is the space around and between the subject(s) of an image. Negative space may be most evident when the space around a subject, and not the subject itself, forms an interesting or artistically relevant shape, and such space is occasionally used to artistic effect as the "real" subject of an image. The use of negative space is a key element of artistic composition.
4. positive space 正空间: the space occupied by the object
5. visual texture 视觉质感



## Exercises

### I. Read the text again and fill in the blanks with the proper form of the word given in the brackets.

1. The term color also can \_\_\_\_\_ (reference) to a paint, dye, pigment, or other substance that \_\_\_\_\_ (convey) color.
2. Lines \_\_\_\_\_ (variety) in width, length, direction, color, and degree of curve.
3. Words such as rough, smooth, shiny, and dull are used to \_\_\_\_\_ (description) texture.
4. Composition is the \_\_\_\_\_ (arrange) of elements of art to create a balanced, \_\_\_\_\_ (unify) artwork.
5. Value is the \_\_\_\_\_ (lighting) or \_\_\_\_\_ (dark) of a color.

### II. Questions for discussion.

1. What are the elements of art? Do you think which element is the most important?  
\_\_\_\_\_  
\_\_\_\_\_
2. What are the principles of design?  
\_\_\_\_\_  
\_\_\_\_\_
3. What is composition? Do you think what kind of composition is good composition? Please give an example.  
\_\_\_\_\_  
\_\_\_\_\_

## 5 Further Reading 2

**Good design is innovative.**

好的设计来自创新

It does not copy existing product forms, nor does it produce any kind of novelty for