

西安外国语大学编著

# COLLEGE ENGLISH FOR VISUAL

COMMUNICATION DESIGN

— 高等学校艺术类专业英语教材 —

## 视觉传达设计专业 大学英语教程 1

主 编：樊红蕾

西北工业大学出版社

高等学校艺术类专业英语教材

College English for Visual Communication Design

# 视觉传达设计专业 大学英语教程(1)

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【内容简介】《视觉传达专业大学英语教程》是根据该专业学生的实际英语水平与学习需求,由长期从事教学一线的教师编写的专业英语教材。教材共分为四册,每册五个单元。本系列教材的内容编排衔接紧密,取材广泛,从静态艺术类型到动态艺术类型,从视觉传达的专业知识到求学求职专业信息,真正满足学生对于英语学习的实际需求,进而激发学生学习英语的能动性。本教材为视觉传达专业的专业英语教材,第(1)册和第(2)册的内容编排侧重于艺术领域通识文化的介绍,所以也适用于其他专业的艺术类学生。

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# 前言

随着全球一体化进程速度的加快,中国的艺术创作与研究也更加深入广泛地参与到国际交流当中。随之而来的是英语实际专业化应用不足的问题也更加突出,因此,在艺术类专业本科教学阶段开设专业英语课程非常必要。如何调动艺术类专业学生的英语学习积极性,如何使教学内容符合学生的实际英语水平和需求,如何将专业知识与英语知识的学习有效结合,这在很大程度上都取决于合适教材的选取和使用。

目前,国内针对艺术类专业学生的英语教学仍普遍采用公共英语教学或基础英语教学模式,侧重于教授学生基本的英语语言知识和技能,而忽视了艺术类专业学生的认知倾向、性格特征和兴趣诉求,最终导致学生对于英语学习缺乏积极性和主动性。基于以上现状,本教材的编写旨在为专业英语教学服务,主要有下述特点。

第一、充分考虑艺术类学生的英语水平和认知能力,难度适中。本教材的编者均来自教学一线,所以能准确地把握学生的英语水平,进而在选材时进行了适当取舍。同时,在教材的编写过程当中,笔者还广泛征求了学生的意见,并将所选材料在课堂上进行了实际教学论证,经过反复调整使教材难度适应艺术类学生的现有水平。

第二、教材的编排重视艺术领域通识文化的介绍,尽量采用图片等直观手段。在充分考虑艺术类学生专业兴趣的前提下,极力拓展学生的通识文化知识,让学生在汲取专业知识的同时,提高英语水平。根据人的认知习惯和艺术类学生倾向于形象思维这一特点,本教材大量采用图片这一直观视觉信息传达手段,加强学生对于所学内容的理解和记忆。

第三、各分册之间难度递进,内容衔接紧密。本系列教材共分为四册,内容编排符合学生实际需求。第一册重点介绍静态的艺术形式,例如绘画、雕塑、建筑等;第二册侧重于动态艺术形式的学习,包括舞蹈、电影、戏剧等;第三册过渡到视觉传达设计的专业知识学习,具体有设计史的介绍、书籍设计、工业设计、室内设



计等；最后一册的内容编排针对学生求职或进一步学习的实际需求，重点介绍当代设计大师、设计趋势、有影响力的设计展或比赛，以及国际顶级艺术设计院校和公司。

第四、每单元的内容细分为理论知识介绍和实例学习两部分。本系列教材每单元会选取一个艺术题材进行讲解和学习，而每个学习单元又会进一步细分为两个部分，第一部分侧重于理论知识的介绍，第二部分则侧重于实例的学习，力求将理论和实践很好地结合。

本教材的编写是基于实际教学需求而进行的一次大胆尝试，每单元包括五个学习部分，分别为 Introduction, Lead-in, Passage A, Passage B, Grammar, 有些单元还增加了 Peripheral Link。各部分的具体编排如下：

### Introduction

这一部分会明确告诉学生本单元将要学习的题材是什么，总体学习目标和要求，以及学习的重点和难点是什么，让学生在学之前明晰学习框架。

### Lead-in

以四幅与单元主题相关的图片来引导学生迅速进入话题讨论，通过对学生的直观视觉刺激来激发他们的口头表达欲望。

### Passage A

这一部分包括文章阅读、术语注释、单词和短语学习、课后练习四个部分。Passage A 文章侧重于相关理论知识的介绍，语言较学术化，词汇较专业化，总体难度较高，需要老师带领学生做精读练习。

### Passage B

这一部分同样包括文章阅读、术语注释、单词和短语学习、课后练习四个部分。Passage B 文章选材主要是切合单元主题的一些实例学习，因为学生已具备一定的相关专业知识，所以很容易理解文章内容，总体难度较低。这一部分鼓励学生自学或以小组为单位学习，最终学习反馈可以通过 Presentation(报告)的形式来获得。

### Grammar

针对艺术类学生英语水平普遍比较薄弱的实际情况，本教材带领学生全面系统地回顾基本英语语法，夯实学生英语基础知识。



### Peripheral Link

这一部分将介绍与单元主题相关的一些常识,作为学生专业知识的补充学习。

本教材虽经精心编写,但很可能依旧存在不足之处,但我们希望能起到抛砖引玉的作用,让更多同行能加入艺术类专业大学英语的教学与研究当中来。希望更多的老师和同学们对本教材的疏漏和错误进行批评指正,以便进一步完善。

樊红蕾

2014年5月

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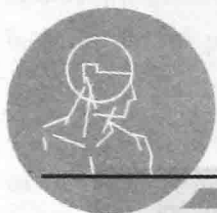
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# Unit One

## General Knowledge of Art

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### Introduction

In this unit, you will:

- Learn some new words and expressions about art.
- Acquire basic knowledge about the definition and classification of art.
- Lay a foundation for the following relevant learning.

### Lead-in

Look at the following pictures and have a discussion with your classmates, then try to give out your own definition of art.



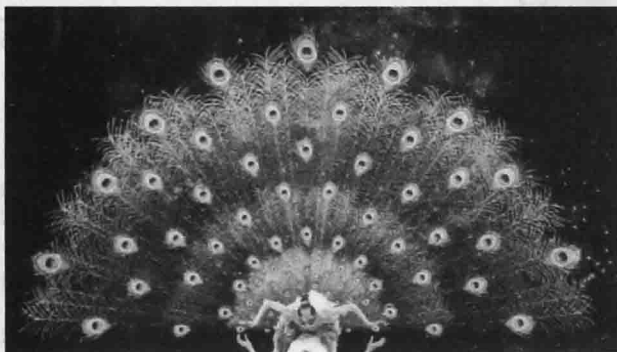
Van Goah's Work



Eiffel Tower



The Thinker by Rodin



Liping Yang's Peacock

## Passage A



### Pre-reading Questions

What is art according to your own understanding?

Do you want to be an artist? And why?

### What is art?

Art is a very abstract concept. There are many definitions of art, rising and falling in popularity at different points in human history. The loosest definition of fine art today is artifice; the creation of a thing, not by nature itself, but by the will of a person or group. It can be visual, meant to be seen; it can be music or poetry, meant to be heard; it can be a novel to read, a play to watch or a dance to take part in; it can be buildings or clothing; digital or virtual; it can be the disciplined training of plants or animals. So broad is the possible definition of "art" that some say one can make an art out of living life itself. This definition, however, is not complete, because it includes many things people do and objects created that we do not consider art. So, what separates a painting from a carburetor? Here



again, people try to make a distinction through over-simplification: art is anything made, lacking useful purpose. This is also a fallacy, as fine art also serves many purposes, crucial to society. In more familiar terms, art is usually defined as that which was made in order to express feelings, communicate information, make a philosophical point, entertain someone, or beautify one's surroundings.

Art is differentiated from science in two ways. First, the definition of science and its branches are not widely debated, whereas art is. Second, scientific study relies on observation, experimentation, and peer review, with one overarching goal — to increase human understanding of the universe. It's assumed that this will lead to a better way of life through better health, increased life span, more leisure time, etc. The effects of the scientific method are directly cumulative, with advances in different branches often coming together to form new insights and technology. While art also incorporates many of these same tenets and principles, it's much more chaotic, taking as many steps back as it does forward. While scientists look for puzzles to solve concretely, artists search for a way to leave a mark on the world, to comment on it, basing their work as much on intuition as on fact. Artists often look to solve puzzles that can't be answered with science. Often times, the purpose of art making is less akin to problem solving than to a gut reaction of the artist to his/her environment, compelling one to create. In addition, while scientists share their findings in a wider community, working together to build consensus, artists often find themselves alone, ignoring vast amounts of art history and theory they find objectionable. Even so, the two may overlap: scientists sometimes feel that their work approaches the aesthetic dimension of art; artists sometimes feel that they have explored their subject matter with scientific precision.

Throughout time, art has not always been made by individual artists, or even by people who would dare to identify themselves as artists. Some of the most ancient and profound art is "folk art," created by anonymous people under unknown circumstances. Folk art may be religious in nature — perhaps even an attempt to create a magical object. It may have been made by itinerant or untrained artists. It may not have been considered art at all at the time of its creation. Art as we know it today, is a fairly modern concept.

In the twenty-first century, the question "what is art?" has been debated for so long that, in terms of creating an art survey text, we now tend to accept Marcel Duchamp's inclusive definition, "Art is whatever an artist says it is."

Today, we also accept that industrial and graphic design are forms of art. These forms, like the old folk art mentioned above, were once not considered art at all. But now they have



taken their place alongside painting and poetry; the artisan, or skilled worker practicing a trade or handicraft, is an artist if he calls himself one. And that means art can be everywhere — from the shoes on your feet to the car you drive to the teacup you sip from. We have functional art (objects you use) and art pour l'art (art for its own sake). We have “high” art and “low” art (whatever you wish those divisions to signify), high street fashion and Haute Couture, “real” art and “kitsch.”

Today's world is a world of possibility and freedom. Although it is (and perhaps has always been) fashionable to groan that “true art is dying out,” such a thing can never happen. As long as there are people who want to create, there will be artists. If you look carefully around you, you will see that almost every tradition and genre of art making, ever begun, is still going strong today. (Words count: 803)



## New words

- |                               |      |  |
|-------------------------------|------|--|
| abstract['æbstrækt]           | adj. | (of art) not representing objects in a realistic way but expressing the artist's ideas and feelings about certain aspects of them (指艺术) 抽象派的 |
| definition[defi'nɪʃən]        | n.   | statement that gives the exact meaning (of words, etc) (词语等的) 定义   |
| artifice['ɑ:tɪfɪs]            | n.   | (instance of) clever trickery; deception 诡计; 欺骗  |
| visual['vɪʒuəl]               | adj. | concerned with or used in seeing 视觉的; 用于视觉的  |
| digital['dɪdʒɪtl]             | adj. | 数字的; 数码的   |
| virtual['vɜ:tʃuəl]            | adj. | being or acting as what is described, but not accepted as such in name or officially 事实上的; 实际上的; 虚拟的   |
| disciplined['diʃplɪnd]        | adj. | 受过训练的  |
| carburetor[kɑ:bju'retə]       | n.   | 汽化器  |
| distinction[dɪ'stɪŋkʃən]      | n.   | difference or contrast between one person or thing and another 差别; 对比  |
| simplification[sɪmplɪfɪkeɪʃn] | n.   | 简单化  |
| fallacy['fæləsi]              | n.   | false or mistaken belief 错误的见解; 谬见   |



- crucial['kru:ʃəl] *adj.* very important; decisive 至关重要的; 决定性的
- term[tə:m] *n.* word or phrase used as the name or symbol of sth. (用作某事物名称或象征的)词或词组; 术语; 说法
- entertain[entə'teɪn] *v.* amuse sb. 使某人快乐
- branch[bræntʃ] *n.* a subject of knowledge(知识的)分科
- observation[əbzə'veɪʃən] *n.* (state of) being observed 观察; 注意
- revue[rɪ'vju] *n.* (type of) theatrical entertainment consisting of a mixture of dialogue, song and dance, esp of a topical and satirical nature 时事讽刺剧
- overarch[əʊvə'rɑ:tʃ] *v.* (使)形成拱形; 成为……的中心
- universe['ju:niəvəs] *n.* all existing things, including the earth and its creatures and all the stars, planets, etc in space 宇宙; 世界
- assume[ə'sju:m] *v.* accept (sth.) as true before there is proof 假定; 以为
- span[spæn] *n.* length of time over which sth lasts or extends from beginning to end (某事物)自始至终的持续时间或期间
- cumulative['kju:mjʊlətɪv] *adj.* gradually increasing in amount, force, etc. by one addition after another(数量、力量等)渐增的; 累积的
- insight['ɪnsaɪt] *n.* deep understanding 深入的了解
- incorporate[ɪn'kɔ:pəret] *v.* make sth. part of a whole; include 将某事物包括进去; 包含
- tenet['tenɪt] *n.* principle; belief; doctrine 原则; 信条
- principle['prɪnsɪpl] *n.* basic general truth that underlies sth. (e. g. a subject or a system of morality)原理; 原则
- chaotic[keɪ'ɒtɪk] *adj.* 混乱的; 无秩序的
- intuition[ɪntju'ɪʃən] *n.* (power of) understanding things (e. g. a situation, sb's feelings) immediately, without the need for conscious reasoning or study 直觉; 直觉力
- compel[kəm'pel] *v.* make (sb.) do sth.; force 使(某人)做某事; 强迫



overlap[əʊvə'læp]	v.	partly cover (sth.) by extending over its edge (与某物)部分重叠
aesthetic[i:s'θetɪk]	adj.	concerned with beauty and the appreciation of beauty 有关美的; 美学的
dimension[di'menʃən]	n.	(fig 比喻) aspect 方面; 侧面
precision[prɪ'sɪʒən]	n.	exactness and clarity; quality of being precise 准确(性); 明确(性); 精确(性)
profound[prə'faʊnd]	adj.	deep, intense or far-reaching 深的; 深切的; 深远的
folk[fəʊk]	adj.	民间的
anonymous[ə'nɒnɪməs]	adj.	with a name that is not known or not made public 不知姓名的
religious[rɪ'lɪdʒəs]	adj.	of religion 宗教的; 宗教上的
itinerant[ɪ'tɪnərənt]	adj.	travelling from place to place 巡回的; 流动的
survey[sə'vei]	n.	general view 概观; 概论
graphic['græfɪk]	adj.	of visual symbols (e.g. lettering, diagrams, drawings) 文字的; 书写的; 图表的; 绘画的
handicraft['hændɪkra:ft]	n.	work that needs both skill with the hands and artistic skill, e.g. needlework, pottery, woodwork 手工艺(如缝纫、制陶、木工)
division[di'vɪʒən]	n.	dividing or being divided 分; 分割; 划分
kitsch[kɪtʃ]	n.	(derog 贬) cheap and showy vulgarity or pretentiousness in art, design, etc. (艺术、设计等的)俗气、矫饰等
genre['ʒɑnrə]	n.	particular style or kind, esp. of works of art or literature grouped according to their form or subject matter(尤指按形式或主题划分的文艺作品的)风格; 体裁

## Phrases and Expressions

meant to	意指某事; 意思是
be defined as	规定(被称为)
rely on	指望或依赖某人(某事物)



lead to	导致某种结果
akin to	近似; 有关系
dare to	敢于
identify ... as ...	确认、证明某人(某事物); 鉴别出系某人或某物
attempt to	试图; 企图; 尝试
in terms of	在某事物方面; 以某说法来表达
take one's place	代替某人(某事物)

## Proper names

Marcel Duchamp

马塞尔·杜象

## Practice

### I Reading Comprehension.

#### 1. Answer the following questions.

- (1) The passage presents various definitions of art, which do you think is more accurate and comprehensive?
- (2) What are the differences between science and art?
- (3) Can you figure out the artistic manifestations around you?

#### 2. Choose the best answer based on the passage.

- (1) According to the passage, which definition of art is the most inclusive one?
  - A. Art refers to the creation of a thing by the will of a person or group.
  - B. Art is anything made, lacking useful purpose.
  - C. Art was made with the functions of expression, communication, entertainment.
  - D. Art is whatever an artist says it is.
- (2) Which of the following statements is NOT true about science?
  - A. The definition of science is undisputed.
  - B. The ultimate goal of science is to explore the universe.
  - C. Science is more chaotic than art.



- D. The achievements of science can be shared in a wider community.
- (3) Which of the following statements is NOT true about art?
- A. Art can form new insights and technology.
  - B. Art bases both on intuition and fact.
  - C. Art and science are interrelated.
  - D. Art is not only created by artists, but also by normal people.
- (4) After reading this passage, we know that \_\_\_\_\_.
- A. Art has the distinction of high and low.
  - B. Art has a wide range of forms, and can be found everywhere.
  - C. Nowadays, we do not have true art.
  - D. Art will wither and fall.
- (5) Which of the followings is mentioned in the passage?
- A. During the Romantic period, art came to be seen as "a special faculty of the human mind."
  - B. Artistic works have existed for almost as long as humankind.
  - C. If there is creation, there is art.
  - D. Art is as an abbreviation for creative art or fine art.

## II Words and Expressions

### 3. Fill in the blanks with the given words. Change the form where necessary.

visual	definition	abstract	dimension	profound
term	branch	religion	assume	intuition

- (1) These are the basic values that we all share, regardless of race, party \_\_\_\_\_
- (2) This is all \_\_\_\_\_ and not concrete.
- (3) This remark has \_\_\_\_\_ implications.
- (4) There are theories who believe that film is not literary but it's a \_\_\_\_\_ art.
- (5) Due to the Internet, many businesses like to set up \_\_\_\_\_ in other countries.
- (6) If mistakes occurred, they were \_\_\_\_\_ to be the fault of the commander on the spot.
- (7) *Avatar* is a successful three-\_\_\_\_\_ film in world-wide.
- (8) There is no general agreement on a standard \_\_\_\_\_ of intelligence.
- (9) You may not like that, because it may go against your \_\_\_\_\_.



(10) Myocardial infarction is the medical \_\_\_\_\_ for a heart attack.

**4. Complete the sentences with the phrases or expressions which you learned in this unit.**

(1) This provision is \_\_\_\_\_ protect investors in the event of a down round.

(2) Any \_\_\_\_\_ limit their freedoms would prevent society from achieving perfection

(3) Heart failure \_\_\_\_\_ her father's death.

(4) "It does have an effect \_\_\_\_\_ emotional and mental health," he added.

## Passage B

### Pre-reading Questions

1. How many forms of arts can you name out? What are they?
2. Based on your cognition, what is "real" art?

## All the Arts Equal Beauty

*Excerpt from Experiencing the Humanities by Richard Jewell*

Art is a language completely different from English, French, Chinese, or any other normal spoken language. The language of all the arts is feeling: emotion, intuition, and form or idea without words. According to twentieth-century American philosopher Suzanne Langer, best known for her philosophy of understanding art, the special quality of the arts is that they provide symbolic language, nonverbal language, that helps us understand, learn, and appreciate life in ways in which words cannot.

When an artist creates a work of art such as a painting, a sculpture, or a piece of music, he or she is communicating with us just as surely as if she were talking to us. Her "words," though, are not spoken things, but rather are color, line, shape, movement, and musical sound. There are so many ways of "speaking" to us through artistic expression, and so many different things an artist can say by using different combinations of things. If you are experiencing the arts with heart, you may find that all the arts equal beauty.