

同济大学艺术设计丛书

艺术设计专业英语

PROFESSIONAL ENGLISH FOR ART AND DESIGN

(第二版)

陈永群 著



同济大学出版社
TONGJI UNIVERSITY PRESS

艺术设计

专业英语

(第二版)

陈永群 著

PROFESSIONAL ENGLISH FOR ART
&
DESIGN



同济大学出版社
TONGJI UNIVERSITY PRESS

内 容 提 要

当代的艺术与设计,处在一个非常活跃而又充满创造力的时期。作为代表人类精神与物质创造实践活动交汇现象的设计艺术,其时代的特性就是,我们应该关注人类的未来发展与演变的方向,并以此作为我们所有创造活动的出发点。因此,本教材选用当代最新的设计与人文思想的成果,以求达到英语学习与专业学习相结合的目的。

本书适用于艺术设计专业的本、专科学生。学生需有一定的基础英语能力,才能有效地完成本专业的英语学习。教师可根据学习期间的专业课程设置和教学内容,有选择地使用,使所选课文与正在学习的专业课程内容相一致。这样,既可提高学生用英语表达所学专业知识的能力,同时,也可以相应地激发和拓展学生的专业思维。

图书在版编目(CIP)数据

艺术设计专业英语/陈永群著.--2版.--上海:同济大学出版社,2014.10
ISBN 978-7-5608-5405-2

I. ①艺… II. ①陈… III. ①艺术—设计—英语—高等学校—教材 IV. ①H31

中国版本图书馆 CIP 数据核字(2013)第 321743 号

艺术设计专业英语(第二版)

陈永群 著

责任编辑 江 岱 助理编辑 常科实 责任校对 徐春莲 封面设计 陈益平 版式编排设计 董 月 印晓红

出版发行 同济大学出版社 www.tongjipress.com.cn
(地址:上海市四平路 1239 号 邮编:200092 电话:021-65985622)

经 销 全国各地新华书店

印 刷 同济大学印刷厂

开 本 889mm×1194mm 1/16

印 张 17.75

印 数 1—3100

字 数 568000

版 次 2014 年 10 月第 2 版 2014 年 10 月第 1 次印刷

书 号 ISBN 978-7-5608-5405-2

定 价 45.00 元

本书若有印装质量问题,请向本社发行部调换 版权所有 侵权必究

CONTENTS

THE COLLEGE OF ART AND DESIGN

2	A Creative Community
5	Support
6	School of Design
8	Faculty of Art, Design and Music Design
11	Foundation Studies
14	How to Apply (1) — Step by Step Guide
17	How to Apply (2)
19	Faculty of Art, Design And Music/Foundation Studies
22	Visual and Material Culture
24	Life in the Faculty
27	Terms and Conditions

THE WAY OF THINKING IN DESIGN

30	Redefining Materialism — Toward Meaningful Artefacts
35	But Man Dwells Poetically ...
42	Planning and Production (1)
44	Planning and Production (2)
46	“Blind Date”— Twelve Personal Experiences of the Shape and Tactility of Portable Objects
48	Media Design Research
52	Interface
56	The Nature of Exhibition Design
58	Design Considerations
62	Environmental Considerations
65	Point of Difference
67	Branding and Rebranding
69	Consumer Dialogue
71	Defining Effective Branding
73	The Transaction between Persons and Things
76	Design Activism
80	Case Study Motivation
82	Designing for Creativity
87	Second Modernity Versus Design Management
91	Business Response to Sustainable Development
96	Understanding Sustainable Development
98	Major Challenges to Sustainable Development

DESIGN METHODOLOGY

102	Real Time, Real Lives	
106	What is the Internet?	
108	Design for Exhibition	
110	I'm Lost, It's Ok!	
113	Venice — The Labyrinth	
115	How to Use the Way — Finding System	
117	The Gomitolo Point to Point Way-finding System	
118	Our Research Method	
119	Who We Are	
120	Replacing the Existing Signs	
122	Monitor Resolutions	
124	Browsers — The Window on the Web	
126	Design for Advertising	
129	Design for Internet	
131	Design for Signage	
132	Files Sizes	
134	Graphic Design and Sign Design	
136	Let's Make Things Better	
140	Time, Space, Media	
143	Learning How to Learn	
149	Design Studies	
152	Processes for Design	
154	Customer Journey maps	
156	Ways of Thinking	
159	Market Research	
161	Operations Management: The Relentless Quest for Efficiency	
163	Design as an Action or Process	
165	Design Innovation and the Innovation	
168	Designing for Needs, Not Wants	
170	Reducing Complexity Through Forcing Functions	

EXPERIMENTAL ART AND DESIGN

174	Pessi Rautio Unravels the Art of Anu Tuominen	
177	Spice — Memories of Curry	
178	Interactive Surround Sound Cube (ISS Cube)	
179	Remote Furniture	
181	Watchful Portrait	
182	Digital Games as High Art	
185	S Stands for Semantic	
188	Aleksandr Borovsky's Statement	

DESIGN TRENDS

- 193 Seven Mile Boots
- 195 The Value of Design Basics
- 198 The Word Watcher
- 200 Karma
- 203 Sound and Sign
- 205 Fashion in Focus

DESIGN FOR THE FUTURE

- 210 Future Learning Environment — Innovative Methods and Applications for Collaborative Learning
- 212 Interactive Playground
- 213 Future Media Home
- 216 Push / Pull
- 218 Dog [LAB] 01
- 220 Installation Set-up
- 221 Content is Crucial to the Future of Digital Television
- 224 Systems and Services-Looking to the Future

DESIGN EVENTS

- 233 The Objects of Happiness
- 239 The Alliance Graphique Internationale (AGI)
- 242 PAHIT MANIS Poster Graphics Exhibition
- 247 Design Events
- 252 The Hong Kong Young Fashion Designers Contest

DESIGNERS

- 259 Production Designer ANNA ASP
- 261 “A Chair is Not Just a Chair — It is the Key to Interior Design”
- 264 Bodily Functions
- 266 Think like a Fashion Designer

THE
COLLEGE
OF
ART
AND

DESIGN

ar
na
d

t
of

d s
l
e

n

se

h

e t

c

o

A Creative Community

At Kingston you will be part of a strong creative community of around 2,100 art, design and music students, coming from every part of the world with a huge range of interests and aesthetics.

Working in the Studio

We have a strong studio culture in all the art, design and architecture courses here at Kingston. You'll be expected to spend a great deal of time within your studio. *This lively, vibrant studio culture ensures there is regular interaction between students and tutors, developing a strong community where you can feel part of a group rather than working in isolation.*

At each level you'll have a studio tutor who will oversee your academic development throughout that year. Together with a well established tutorial system in the schools, this ensures you'll have the feedback and support you need to develop your studies.

The School of Fine Art operates a "vertical" studio and tutorial system. This means you'll be working in groups of mixed level students. The system benefits each student as it encourage as well as establishing a community within the course.

Interdisciplinary Objects

A **distinctive** feature of our undergraduate curriculum is the **interdisciplinary** projects offered to all undergraduate students at Level 2 and also at Level 1 in the Schools of Architecture, Design and Fine Art. This is an assessed part of the curriculum, consisting of a one-week drawing project at Level 1 and a two-week project at Level 2. Students are divided into interdisciplinary groups and work with a group of tutors from the undergraduate courses. Tutors set projects under a **generic** theme — themes in the last three years have been Sustainability; Environment and Well Being (in conjunction with St George's Hospital); and Cultures.

Interdisciplinary projects encourage you to develop ideas through group work and help you gain personal and transferable skills. Feedback from our students shows that the projects create a greater understanding of how designers/artists think, as well as some insight and knowledge of other disciplines.

The interdisciplinary theme is a developing part of our undergraduate programme and we aim to encourage other interdisciplinary links within the curriculum. For example, the Design Council's Design against Crime Competition was one such brief. This national competition encouraged interdisciplinary groups to look at design in relation to crime in the local environment. All four interdisciplinary groups from Kingston who worked with students from Graphic Design for the competition said: *"It's very useful to work with people from other disciplines, it frees us up and we get a different experience. It really helps to see how other people present their work."*

Staff in the Faculty

Most full-time academic staff in the Faculty are active in professional practice and research, with many being **eminent** in their fields. For example, the Dean of the Faculty, Professor Penny Sparke, is

a renowned design historian specializing in the area of gender, consumption and domestic design. While the head of the School of Architecture, Sarah Chaplin, has published in the area of digital architecture.

Research expertise within the Faculty means we can offer you a stimulating, topical undergraduate programme. For example, our new BA degree in Visual and Material Culture has grown directly from a strong postgraduate programme within the School of Art and Design History. Leading art and design historians such as Professor Fran Lloyd and Marquard Smith are based in the school. Leo Duff has built up a lively research programme in the area of “Drawing as Process”, and undergraduate students have taken part in a wide range of drawing activities as part of the Drawing Programme here. Professor Sarah Sayce, Head of the School of Surveying, is known for her work in the specialist area of leisure property, and Kingston in Leisure Property Development.

Visiting Staff from Industry

We employ large numbers of part-time staff, whose role is to constantly research our teaching with up-to-date industrial and professional experience. They can tell you what life in industry is really like, and help you achieve the delicate balance between creating inspiring, challenging work and meeting the needs of the brief.

At Kingston we are particularly keen that you gain real, live experience of working for professional client. So many of our projects will be set by outside companies, often with placements in the project. You can read more about the sorts of projects we run in the “Life in the Faculty” pages.

The Wider Community

There are plenty of opportunities to take part in creative activities beyond the Faculty.

Kingston’s Drawing Programme, open to all our students, organizes drawing events within the local community. For example, students from the Faculty participated in a record-breaking event to create the world’s longest drawing, held in Kingston town centre as part of the National Drawing Power Campaign.

Music students take part in a huge range of events in the local area beyond, while the Stanley Picker Gallery is host to exhibitions by national and international artists.

And if you want to experience creative life in other countries, we have good exchange links with universities and art colleges around the world. For example, second year 3D Design students have the opportunity to spend a semester studying a related course at a design school in Austria, France, Finland, Germany, Italy and the Netherlands. Fine Art students can take part in an exchange programme with institutions in Spain, Italy and the USA. Travel scholarships are sometimes available.

Notes

distinctive [dis'tiŋktiv] *adj.* 与众不同的,有特色的
interdisciplinary [ˌɪntə(:)'disiplinəri] *adj.* 跨学科的,各学科间的

generic [dʒi'nerik] *adj.* 普通的,一般的
eminent [ˈeminənt] *adj.* 显赫的,杰出的,有名的,优良的

Translations

At Kingston you will be part of a strong creative community of around 2100 art, design and music students, coming from every part of the world with a huge range of interests and aesthetics.

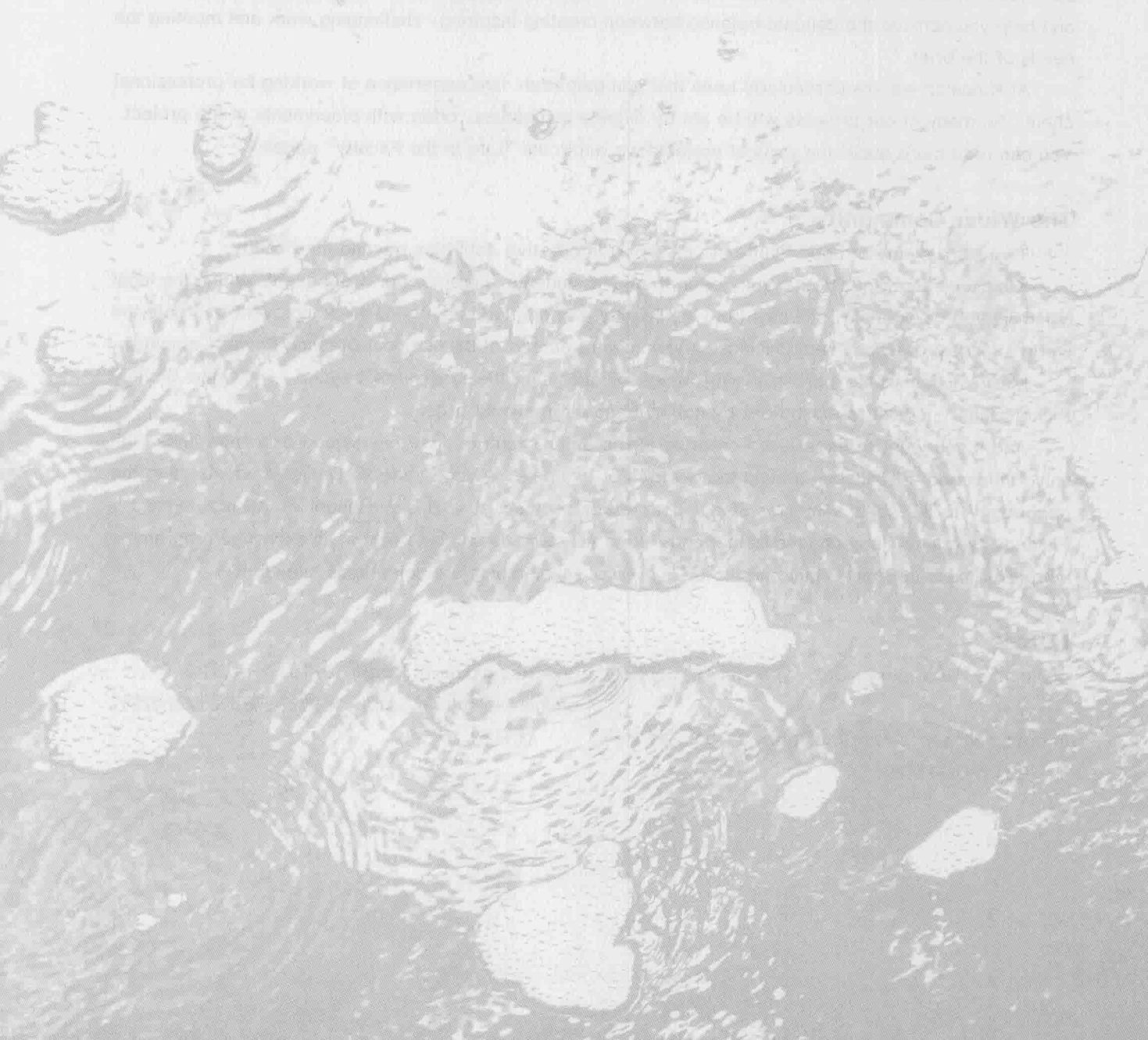
在金斯敦,你将会成为一个极富创造活力的社区的一员。在这里生活着 2100 个来自世界各地、有着不同审美价值和兴趣的学生,他们在这里学习艺术、设计和音乐。

This lively, vibrant studio culture ensures there is regular interaction between students and tutors, developing a strong community where you can feel part of a group rather than working in isolation.

这个充满活力与富有鲜明特色的工作室文化,确保了在学生与指导教师之间产生有序的互动交流关系,从而形成一个紧密的社团,让你感到自己是团队中的一员,而不是孤立地在工作。

"It's very useful to work with people from other disciplines, it frees us up and we get a different experience. It really helps to see how other people present their work."

与学习其他专业的人一起工作是非常有益的,这能释放我们的思想,使我们获得不同的经验,并真正地帮助我们认识和理解其他人是如何表达与思考的。



Support

We'll help you get the most from your time at university.

At Kingston you'll have regular opportunities to discuss your work with both tutors and your peers, through formal arrangements and informally through the studio environment. The School of Fine Art has a **vertical** tutorial system, where students from each level interact within the same tutorial groups. The School of Design encourages final year students to carry out critiques of Level 1 studio work, allowing students a broad range of dialogue and comment with not only tutors but fellow students.

As well as group and individual tutorials, some schools also operate an open door policy where staff are available at set times for students to contact if there are problems. We see ourselves as a friendly community who care about students. This is reflected in our retention figures which are well above the national average.

Each school has a designated dyslexia coordinator, who can give you advice on where to get help of you think you may be **dyslexic**, and on the facilities that are available to assist you in your learning.

The Faculty is also well supported by the university's student support network, which is designed to help students through all aspects of their time at Kingston University. You can find out more about services such as accommodation, finance, careers, health and the Students' Union in the Kingston University Guide, available from Student Enquiry and Applicant Services (see back cover for contact details).

Notes

<p>vertical ['vɜ:tɪkəl] <i>adj.</i> 垂直的, 直立的, 顶点的, [解]头顶的</p>	<p>dyslexic [dis'leksɪk] <i>n.</i> 诵读困难者; <i>adj.</i> 诵读困 难的</p>
---	--

School of Design

The School of Design brings together the disciplines of communication design, three dimensional design and fashion design. We are regarded as one of the UK's leading design schools and have an excellent reputation for quality of work produced by our students.

Communication Design

- BA (Hons) Design half or minor field
- BA (Hons) Graphic Design
- BA (Hons) Illustration and Animation
- BA (Hons) Photography with Graphic
- Design (subject to validation)
- FDA Graphic Communications

In today's world we are **bombarded** by information. Graphic designers, photographers, illustrators and animators create the visual expression of these complex messages. They use ideas to inspire, instruct, educate, persuade and amuse us, and through word and image have the power to shape opinions, change our perceptions and enrich our lives.

All our courses in this area provide challenging and stimulating environments where diversity, individuality and inventive problem solving are encouraged. Studies are broadly based to encourage the creative flexibility required by an ever-widening industry.

Strong links with industry have been forged through involving top practitioners in the development of our programmes, continuing contact with graduates, work placements and live project commissions. The teaching staffs are all active professionals and have a wealth of experience in their various fields.

Growing naturally out of Illustration and Graphic Design, the Moving Image field at Kingston is now internationally recognized particularly for animation and television graphics. Exceptional achievements in major design competitions and film festivals year on year, strong links with education establishments worldwide and the courses' excellent employment records have maintained our outstanding reputation.

Fashion

- BA (Hons) Fashion Design

Fashion is a fascinating and complex phenomenon, an expression of what people feel and think. Fashion is about evolution and radical change, a unique mix of design, marketing, media and business with cultural, social, historical, economic and even political influences. Creative people working in fashion are barometers of their times, anticipating and generating change.

The taste for newness creates **unprecedented** challenges for designers. In order to satisfy an increasingly sophisticated and **discerning** market, the design process must more than ever build on serious consideration of the consumer's needs and desires. This is fundamental to the design philosophy of the fashion course at Kingston.

We have an international reputation for producing graduates with a complete understanding of the design process and strong individual creative style.

A unique network of industrial support gives first hand experience of how fashion works. Our students learn to apply creativity to real problems in design through the industrially linked projects which are at the core of the course's success.

The 2003 Department of Trade and Industry reported, "A Study of the UK Fashion Design Sector", described the Kingston fashion course as "a model and a **benchmark** of how a successful course should be established and run". In the same report experts from **recruitment** stated that Kingston produces some of the most employable designer said all but one of his design team originated from Kingston and the course was his "first port of call when recruiting new designers".

Kingston fashion graduates continue to maintain the School's reputation by returning to Kingston to recruit talented young designers, which benefits current students.

Three Dimensional Design

- BA (Hons) Interior Design
- BA (Hons) Product and Furniture Design

Three **dimensional** design at Kingston has a leading international reputation for innovative, challenging and high quality design education, with a distinct direction and philosophy that design aims to provide effective, elegant and responsible solutions that meet human desires, now and for future generations.

3D design focuses on form and space through the creation of products and environments that challenge convention and which manifest the application of skill, wit, sensitivity and technology. Our courses are based on a long established and highly respected tradition while also challenging conventional concepts, processes, methods and solutions, in order to deliver the fundamental skills, knowledge and understanding required for creative and professional development.

International Summer Workshop in Japan

Each year, four students from the school will have the exciting opportunity to study at Sozoshia College in Osaka, Japan and the **prestigious** working environment.

Staying with a Japanese family or in halls of residence, the students will work alongside their contemporaries from 19 different countries of Japan and the prestigious working environment of Sozoshia College.

Course fees and accommodation are provided free of charge, students need only provide return air fare costs. This is a new arrangement, with the first placement in July 2004.

Notes

bombard [ˈbɒmbə:d] *vt.* 攻击某人, 轰炸, 轰击
 unprecedented [ˌʌnˈpresɪdəntɪd] *adj.* 无前例的, 前所未有的, 空前的
 discerning [dɪˈsɜːnɪŋ] *adj.* 有辨识能力的, 有洞察力的
 benchmark [ˈbentʃˌmɑːk] *n.* 基准点(测量)

recruitment [rɪˈkrʊtmənt] *n.* 吸收新成员, 征募新兵, 补充
 dimensional [dɪˈmenʃənəl] *adj.*维的,方面的, 空间的
 prestigious [ˌpresˈtɪːdʒəs] *adj.* 有影响力的, 享有声望的, 声望很高的

Faculty of Art, Design and Music Design

Half or Minor Field (Subject to Validation)

Design graduates **interact** on a daily basis with graduates from many other disciplines: scientists, engineers, IT specialists, business people, writers and linguists. The workplace is an international and multi-disciplinary practice.

The new half and minor field in design give you the opportunity to study an area that is having a recognized influence on a broad range of professions, alongside a variety of other subjects within the University.

Course Features

- Studio based teaching and learning
- Induction courses and practical work
- Interdisciplinary collaboration
- **Seminars** and tutorials
- Lectures
- Study visits
- Group work
- Self-directed study and **portfolio** development

Teaching And Assessment

The field draws on staff and subject expertise from the School of Art and Design and History of Art within the Faculty of Art, Design and Music.

The teaching and learning **strategies** reflect the Schools' philosophy, and are chosen to suit the particular nature of the subject and the studio environment. The emphasis is on directed, student-centred learning rather than **prescriptive** teaching. Projects and written submissions, rather than closed examinations, are the methods of assessment.

A mix of lectures, small group **critiques**, tutorials and workshops will guide your progress. Individual presentations at the end of modules and portfolio reviews at the end of each level are assessed, as are essays and seminar **presentations**. Tutors will give you support in preparing your assessments and will give you detailed feedback.

Career Opportunities

Graduates are employed world-wide in design related careers. This field allows the opportunity for numerous areas of career interests to be pursued in areas such as media, in advertising or creative areas, business, management or information technology.

Combinations

The Design field can be studied as a half or minor field. It is **envisaged** that you will be able to

choose from a range of other subject fields in the university including: Art, Architecture and Design History, Business, Drama, Film Studies, Media Technology. Please contact the Faculty for a full list of combinations.

Fast Facts

The Faculty aims to attract applications from applicants who have a specific interest in design related to another university subject discipline. Their ambition is not to specialize in design practice but to enhance their educational and career experiences through an understanding of the relationship of design to other practice.

Entry Requirements

All applicants should be over 18 years of age by the start of the admission session, be qualified in the use of English and have:

- For the half field

A-Level/Vocational A-Level in art of design discipline or two Advanced Subsidiaries in Art or design related subjects and five GCSE grade A-C and pr a Foundation in Art and Design. In an exceptional case of outstanding promise, an applicant who has not obtained the minimum entry qualifications may be considered for entry. Such applicants may be asked to submit slides or copies of work.

Alternative qualifications or experience, including those of a vocational and professional nature and from other continues will be welcomed.

- For the minor field

A-Level/Vocational A-Level in art or design or one Advanced in Art or design related subject and five GCSEs grade A-C.

In an exceptional case of outstanding promise, an applicant who has not obtained the minimum entry qualifications may be considered for entry. Such applicants may be asked to submit slides or copies of work. Alternative qualifications or experience, including those of a vocational and professional nature and from other countries will be welcomed.

Mature students are encouraged to apply for this field without any of the above qualifications provided they can display relevant design knowledge and skills.

Open days

Faculty-wide open days will take place on the following Wednesday afternoons:

29 January, 5 February, 12 February, 19 February, 26 February, 5 March.

Booking is essential, please call the School office.

Subject to Validation

At the time of writing (January 2002). This course is awaiting approval to be offered for 2003 entry. Please refer to the UCAS website (www.ucas.ac.uk) for an up to date listing of courses at Kingston University, or contact Student Enquiry and Applicant Services.

Notes

interact [ˌɪntərˈækt] *vi.* 互相作用, 互相影响
seminar [ˈseminɑː] *n.* 研究会, 讨论发表会
portfolio [pɔːtˈfəʊljəʊ] *n.* 代表作品集, 文件夹
strategy [ˈstrætɪdʒi] *n.* 策略, 战略, 军略
prescriptive [priˈskriptɪv] *adj.* 规范的, 指定的

critique [kriˈtiːk] *n.* 批评, 评论, 分析
presentation [ˌprezənˈteɪʃən] *n.* 演示, 介绍, 陈述, 赠送, 表达
envisage [ɪnˈvɪzɪdʒ] *v.* 展望, 想象
minor field *n.* 辅[选]修科

Translation

Design graduates interact on a daily basis with graduates from many other disciplines: scientists, engineers, IT specialists, business people, writers and linguists. The workplace is an international and multi-disciplinary practice.

对于日常的一些问题,设计专业的毕业生与其他学科的毕业生,如科学工作者、工程师、IT 人员、商人、作家和语言学者有着很好的互动,形成一个国际化、多学科的工作环境。



Foundation Studies

Diploma in Foundation Studies (Art and Design)

One Year Full-time (Apply Direct to University)

This one-year course is designed to prepare you for entry to degree-level art and design programmes. A fast paced **curriculum** aims to equip you with the skills you need to make the most of the next level of your education, enabling you to achieve your goals in a hard working but supportive atmosphere.

If you would like to go on from this course to a BA (Hons) art and design degree at Kingston, you can have a pre-UCAS interview for a place here. This depends on your work being of an appropriate standard and with content relevant for specialist BA study.

Course Content

The course provides a strong grounding in five main subject areas:

- Fine Art (including painting, 3D, mixed media and print making).
- Communication (including menswear, womenswear, fashion **PR** and photo journalism).

The year is broken down into three distinct stages in accordance with Edexcel guidelines — the Exploratory Stage, the Pathway Stage and the **Confirmatory** Stage. You will study one stage each term.

In term one, the Exploratory Stage, a **broad-based** curriculum helps you to choose a subject specialism.

In term two, the Pathway Stage, you will explore your subject choice in greater detail and prepare for degree-level interviews.

In the final term, the Confirmatory Stage, you will write and direct your own brief using the knowledge and skills you have acquired during the course.

Additional curriculum areas include art history and contextual studies, life drawing, experimental drawing and location-based drawing.

Course Features

- A small intake of 106 UK/EU students and 16 international students per academic session ensures regular one-to-one tutorial guidance.
- All teaching staffs are practicing artists or designers.
- You will have the opportunity to take part in a drawing trip to an overseas location.

Teaching and Assessment

- You are taught in small studio groups of **approximately** 20 students per group. Each group is led by a subject-specific tutor. Teaching methods include practical transferable skills workshops, one-to-one tutorials and group lectures and seminars.
- Your progress is assessed through methods including individual presentations, group crits, portfolio reviews, essays and student-led projects.
- The Diploma in Foundation Studies (Art and Design) award is based on passing all nine units of