МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ

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по дисциплине

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Учебное пособие предназначено для студентов направления «Дизайн» профилей «Графический дизайн» и «Дизайн среды». Пособие охватывает вопросы, связанные с историей графического дизайна, терминологией, видами деятельности графических дизайнеров, их профессиональным обучением, разработкой логотипов и упаковок, типами рекламы, элементами и принципами дизайна, подбором мебели, современным стилями декорирования т.д.

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GRAPHIC DESIGN
LESSON 1

How the Past Influences the Present

The history of graphic design can serve as an excellent source of inspiration, especially if you study how art and technological developments influenced certain designers. While the entire history of graphic design is way too long, here are some interesting details to note.

Advertising existed in ancient times. Egyptians wrote sales messages and designed wall posters on papyrus, while politicians in Pompeii and ancient Arabia created campaign displays.

The lines between graphic design, advertising, and fine art often blurred together until the mid-1800s. At that time, Henry Cole explained the importance of graphic design to his government (in Great Britain) in the Journal of Design and Manufactures. Cole went on to become influential in the growth of design education.

You can see an incredibly successful example of a logo as far back as 1885, when Frank Mason Robinson created the classic Coca Cola logotype. Yet the actual term "graphic design" didn't appear until 1922, when it was coined by the type designer, illustrator, and book designer William Addison Dwiggins.

Throughout the 20th century, new styles and technologies emerged rapidly, each one exerting some influence on graphic design. For instance, the Bauhaus movement embraced mass production and the new machine culture after World War I; after World War II photography began replacing illustrations in most graphic design, and post-modernism brought new materials, bright colours, and humour to design. And of course with computers came the digital revolution.

Hopefully you'll look further into some of these design movements. After all, who says Art Nouveau can't be used in a

digital format, and computer fonts can certainly recreate ancient calligraphy. Perhaps graphic designs of the past can help enhance your own work in original ways today.

Active vocabulary of the lesson

Verbs: serve, influence, note, exist, create, blur, explain, go on, appear, coin, emerge, exert, embrace, replace, bring, recreate, enhance.
Nouns: source, inspiration, development, papyrus, campaign, advertising, importance, manufacture, growth, logotype, influence, instance, illustrations, humour, movements, fonts, calligraphy.
Adjectives: excellent, technological, certain, entire, ancient, influential, successful, classic, actual, digital, original.
Adverbs: especially, rapidly, incredibly, hopefully.

Lexical exercises

1. Make up expressions with the given new words.
Model: excellent calligraphy, successful campaign etc.

2. Find in the text word combinations beginning with:
excellent …, technological …, entire …, interesting …, ancient …, fine …, successful …, classic …, actual …, new …., mass …, bright …, digital … .

3. Word-building

Verb	Noun	Adjective	Adverb
serve			
	influence		
		successful	
			rapid
use			

4. Try to give
a) *synonyms to the following words:* incredibly, serve, messages, influence, designer, movement, ancient, of course, the past, example.
b*) antonyms to the following words:* excellent, long, interesting, ancient, emerge, rapidly, new, bright, original.

5. Find in the dictionary interesting phrases with the words:
coin, campaign, way, art, logo, culture, production, colour.

6. Name in one word:
a) an act of moving or being moved =
b) an identifying symbol used as a trademark =
c) any stimulus to creative though or acting =
d) the art of decorative handwriting =
e) the act of taking pictures by means of a camera and film sensitive to light =

Grammar exercises

1. Identify the following verb forms:
study, influenced, wrote, designed, went on, can see, was coined, exerting, began, embraced, began, brought, came, will look, says, can be used, can recreate.

2. Make the following sentences negative:
1. Henry Cole explained the importance of graphic design to his government (in Great Britain).
2. Graphic designs of the past can help enhance your own work in original ways today.
3. New styles and technologies emerged rapidly.
4. Post-modernism brought new materials, bright colours, and humour to design.

5. Frank Mason Robinson created the classic Coca Cola logotype.
6. The Bauhaus movement embraced mass production and the new machine culture.

3. Make up questions.
1. graphic today design of the past help enhance can your own work in original ways?
2. created the classic Coca who Cola logotype?
3. times advertising exist in did ancient?
4. inspiration can the history of graphic serve as an excellent design an source of?
5. Egyptians where did write sales messages?
6. Henry where to his explain did Cole the importance of graphic design to his government?

4. Give the forms of irregular verbs:
write, go, see, begin, bring, come, say.

5. Do a grammar test.
1. Art and technological developments (to influence) certain designers.
2. Politicians in Pompeii and ancient Arabia (to create) campaign displays.
3. The entire history of graphic design (to be) way too long.
4. Photography (to begin) replacing illustrations in most graphic design.
5. Cole (to go on) to become influential in the growth of design education.
6. The actual term “graphic design” (not to appear) until 1922.
7. And of course with computers (to come) the digital revolution.
8. Art Nouveau (can be used not) in a digital format.

9. Art and technological developments (to influence) certain designers.
10. Computer fonts certainly (to recreate) ancient calligraphy.

Reading comprehension

1. Read the text once again and give the main idea.
The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:
1. When did the term "graphic design" appear?
2. When did Frank Mason Robinson create the classic Coca Cola logotype?
3. When did new styles and technologies emerge rapidly?
4. When did the digital revolution come?
5. Did advertising exist in ancient times?
6. When did photography begin replacing illustrations in graphic design?
7. What did post-modernism bring to design?

3. True or false:
1. And of course with computers came the era of artificial intelligence.
2. Doctor Pemberton created the classic Coca Cola logotype.
3. Advertising existed in ancient times.
4. The term "graphic design" was coined by the type designer, illustrator, and book designer William Addison Dwiggins.
5. Egyptians designed wall posters on papyrus.

4. Work in pairs and discuss the following topics:
1. Bauhaus movement.
2. The history of Art Nouveau.
3. Advertising in ancient times.

5. Write a letter to your friend about the problem discussed in the text.

Internet resources for independent work:
http://www.designbook.com.ua/Arxutektura/Monografuu-Sbornuku-rabot/Bauhaus-Temporis-collection.5314.html
http://www.cs.umb.edu/~alilley/bauhaus.html
http://www.wsws.org/articles/1999/nov1999/bau-n23.shtml
http://en.wikipedia.org/wiki/Art_Nouveau

LESSON 2

Graphic designers

Graphic design is versatile. It may embrace a multitude of diverse design-related industries. However, on the whole design encompasses services provided by professional artists, designers and image makers. We think graphic design is not just a beautiful visual representation, but a science in its own right, with its own philosophy and history. It marries painter's art and analyst's precision. After all, any graphic design, operating non-verbal and visual symbols, may exert great influence on the audience.

Graphic designers - or graphic artists - plan, analyze, and create visual solutions to communications problems. They find the most effective way to get messages across in print and electronic media using colour, type, illustration, photography, animation, and various print and layout techniques. Graphic designers develop the *overall layout and production design of magazines, newspapers, journals, corporate reports, and other publications*. They also produce *promotional displays, packaging, and marketing brochures for products and services, design distinctive logos for products and businesses, and develop signs and signage systems -called environmental graphics - for busi-*

ness and government. An increasing number of graphic designers also develop *material for Internet Web pages, interactive media, and multimedia projects*. Graphic designers also may produce the *credits that appear before and after television programs and movies.*

The first step in developing a new design is to determine the needs of the client, the message the design should portray, and its appeal to customers or users. Graphic designers consider *cognitive, cultural, physical, and social factors* in planning and executing designs for the target audience. Designers gather relevant information by meeting with clients, creative or art directors, and by performing their own research. Identifying the needs of consumers is becoming increasingly important for graphic designers as they continue to develop corporate communication strategies in addition to creating designs and layouts.

Graphic designers prepare sketches or layouts - by hand or with the aid of a computer - to illustrate their vision for the design. They select colours, sound, artwork, photography, animation, style of type, and other visual elements for the design. Designers also select the size and arrangement of the different elements on the page or screen. They may create graphs and charts from data for use in publications, and they often consult with copywriters on any text that accompanies the design. Designers then present the completed design to their clients or art or creative director for approval. In printing and publishing firms, graphic designers also may assist the printers by selecting the type of paper and ink for the publication and reviewing the mock-up design for errors before final publication.

Graphic designers use specialized computer software packages to help them create layouts and design elements and to program animated graphics.

Graphic designers sometimes supervise assistants who follow instructions to complete parts of the design process. De-

signers who run their own businesses also may devote a considerable time to developing new business contacts, choosing equipment, and performing administrative tasks, such as reviewing catalogues and ordering samples. The need for up-to-date computer and communications equipment is an ongoing consideration for graphic designers.

Active vocabulary of the lesson

Verbs: plan, analyze, create, develop, produce, determine, portray, consider, execute, gather, perform, identify, continue, prepare, illustrate, select, consult, specialize in, accompany, present, complete, assist, review, supervise, follow, devote, order.
Nouns: solution, layout, report, display, packaging, brochure, service, logo, businesses, sign, signage, page, media, needs, customer, target, audience, research, strategy, sketch, size, arrangement, charts, data, copywriter, approval, ink, error, software, equipment, sample.
Adjectives: visual, effective, various, promotional, distinctive, environmental, graphic, cognitive, cultural, physical, social, relevant, corporate, different, creative, considerable.

Lexical exercises

1. Make up expressions with the given new words.
Model: to illustrate the page, to develop a new technique etc.

2. Word-building

Verb	Noun	Adjective	Adverb
create			
	packaging		
		promotional	
	arrangement		
		considerable	

3. Find in the text word combinations beginning with:
visual …, effective …, electronic …, various …, graphic …, promotional …, marketing …, distinctive …, interactive …, multimedia …, cognitive …, relevant …, creative …, different …, completed …, specialized …, considerable … .

4. Try to give:
a) *synonyms to the following words:* to produce, to determine, to consider, to gather, to perform, to identify, to continue, to develop, to prepare, to consult, to present, to assist, to review, to supervise, to complete, to devote;
b*) antonyms to the following words:* effective, increasing, new, relevant, important, different, completed, considerable.

5. Find in the dictionary interesting phrases with the words:
size, equipment, business, error, arrangement, sound, artwork, target, strategy, way, layout, approval, research.

6. Name in one word:
a) the act of agreeing that smth is good =
b) a piece of information, spoken or written, passed from one person to another =
c) an identifying symbol used as a trademark =
d) a large business organization =
e) one who buys and uses goods and services =
f) the exclusive right to reproduce, publish, and sell an original work, or any part of t, for a certain number of years =
g) a person using the services of a lawyer, architect, or other professional person =
h) relating to the arts of representation, decorating,, and printing on a flat surfaces =

Grammar exercises

1. Identify the following verb forms:
analyze, may assist, identifying, to get, is, should portray, is becoming.

2. Make the following sentences negative:
1. Graphic designers use specialized computer software packages.
2. They find the most effective way to get messages.
3. The first step in developing a new design is to determine the needs of the client.
4. They may create graphs and charts from data for use in publications.
5. Identifying the needs of consumers is becoming increasingly important for graphic designers.
6. Graphic designers also may produce the credits that appear before and after television programs and movies.

3. Make up questions.
1. Do develop and what graphic produce designers?
2. Gather do relevant how information designers?
3. Designers a what to time do devote considerable?
4. Graphic why use computer designers do packages software?
5. The design who designers do the present completed?
6. Sketches do how graphic or prepare designers layouts?

4. Give the forms of irregular verbs:
find, meet, become, run, choose, get.

5. Do a grammar test.
1. A graphic designer (create) visual solutions to communications problems.

2. Sorry, but a designer (review) catalogues and (order) samples now.
3. An increasing number of graphic designers also (to be) involved in developing material for Internet Web pages, interactive media, and multimedia projects.
4. Graphic designers (take) into consideration *cognitive, cultural, physical, and social factors* in planning and executing designs for the target audience.
5. Identifying the needs of clients (become) increasingly important for graphic designers at present.
6. Graphic designers (use) a computer to illustrate their vision for the design.
7. Designers also may (devote) a considerable time to developing new business contacts, choosing equipment, and performing administrative tasks.
8. The need for up-to-date computer and communications equipment (to be) necessary for graphic designers.
9. They may (create) graphs and charts from data for use in publications.
10. Designers also (select) the size and arrangement of the different elements on the page or screen.

Reading comprehension

1. Read the text once again and give the main idea.
The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:
1. What is the first step in developing a new design?
2. What do graphic designers produce?
3. What factors do graphic designers consider?
4. How do designers gather relevant information?
5. How do graphic designers prepare sketches or layouts?

6. Who do they present the completed design to?
7. Why do graphic designers use specialized computer software packages?

3. True or false:
1. Graphic designers sometimes supervise 1st year students who follow instructions to complete parts of the design process.
2. Graphic designers prepare sketches by hand only to illustrate their vision for the design.
3. Graphic designers use specialized computer software packages to help them create layouts and design elements and to program animated graphics.
4. Designers then present the completed design to the constructor for approval.
5. They select colours, sound, artwork, photography, animation, style of type, and other visual elements for the design.

4. Fill in the gaps:
1. They find the most effective … to get messages across in print and electronic media.
2. They also produce promotional …, packaging, and marketing brochures for products and services.
3. The need for … computer and communications … is an ongoing consideration for graphic designers.
4. Graphic designers also may assist the printers by selecting the type of paper and … for the publication.
5. Designers gather relevant information by performing their own … .
6. An increasing number of graphic designers develop material for Internet … .

5. Work in pairs and discuss the following topics:
1. Various techniques used by graphic designers.

2. Specialized computer software packages that help designers to develop their designs.
3. The most effective ways to solve communications problems by graphic designers.

6. Write a letter to your friend about the problem discussed in the text.

Internet resources for independent work:

http://www.allgraphicdesign.com/graphicsblog/category/graphic-design-resources/
http://www.allgraphicdesign.com/graphicsblog/category/best-of-logo-design/
http://technorati.com/faves?sub=addfavbtn&add=http://www.allgraphicdesign.com/graphicsblog
http://en.wikipedia.org/wiki/Graphical
http://images.yandex.ru/yandsearch?text=graphic%20design&stype=image

LESSON 3

Work environment and professional training

Working conditions and places of employment vary. Graphic designers employed by large advertising, publishing, or design firms generally work regular hours in well-lighted and comfortable settings. Designers in smaller design consulting firms and those who freelance generally work on a contract, or job, basis. They frequently adjust their workday to suit their clients' schedules and deadlines. Consultants and self-employed designers tend to work longer hours and in smaller, more congested, environments.

Designers may work in their own offices or studios or in clients' offices. Designers who are paid by the assignment are under pressure to please existing clients and to find new ones to maintain a steady income. All designers sometimes face frustration when their designs are rejected or when their work is not as creative as they wish. Graphic designers may work evenings or weekends to meet production schedules, especially in the printing and publishing industries where deadlines are shorter and more frequent.

Graphic designers must be familiar with computer graphics and design software. A bachelor's degree in graphic design is usually required. Creativity, communication, and problem-solving skills are important, as are a familiarity with computer graphics and design software.

Jobseekers are expected to face keen competition; individuals with Web site design and animation experience will have the best opportunities.

Graphic designers must keep up with new and updated computer graphics and design software, either on their own or through formal software training programs.

Graphic designers must be creative and able to communicate their ideas visually, verbally, and in writing. They also must have an eye for details. Designers show employers these traits by putting together a portfolio - a collection of examples of a person's best work. A good portfolio often is the deciding factor in getting a job.

Because consumer tastes can change fairly quickly, designers also need to be well read, open to new ideas and influences, and quick to react to changing trends. The abilities to work independently and under pressure are equally important traits. People in this field need self-discipline to start projects on their own, to budget their time, and to meet deadlines and production schedules.

Beginning graphic designers usually need 1 to 3 years of working experience before they can advance to higher positions. Experienced graphic designers in large firms may advance to chief designer, art or creative director, or other supervisory positions. Some experienced designers open their own firms or choose to specialize in one area of graphic design. Most graphic designers work in specialized design services; advertising and related services; printing and related support activities; or newspaper, periodical, book, and directory publishers. A small number of designers produced computer graphics for computer systems design firms. Some designers do freelance work - full time or part time - in addition to holding a salaried job in design or in another occupations. Graphic designers with Web site design and animation experience will especially be needed as demand increases for design projects for interactive media - Web sites, mobile phones, and other technology. Demand for graphic designers also will increase as advertising firms create print and Web marketing and promotional materials for a growing number of products and services. Growth in Internet advertising, in particular, is expected to increase the number of designers. However, growth may be tempered by reduced demand in the print publishing, where many graphic designers are employed.

Active vocabulary of the lesson

Verbs: vary, employ, adjust, suit, tend, pay, please, maintain, face, reject, wish, meet, be familiar with, require, expect, keep up with, communicate, show, change, react, budget, advance, specialize in, produce, hold, increase, temper, reduce.
Nouns: conditions, employment, setting, schedule, deadline, environment, assignment, pressure, income, frustration, software, bachelor, degree, creativity, skills, jobseeker, competition, experience, opportunity, traits, portfolio, consumer, demand, growth.

Adjectives: steady, frequent, keen, formal, interactive, mobile, promotional.
Adverbs: generally, frequently, visually, verbally, fairly, independently, equally, especially.

Lexical exercises

1. Make up expressions with the given new words.
Model: to increase income, to change the environment etc.

2. Word-building

Verb	Noun	Adjective	Adverb
vary			
	production		
		creative	
			equally
	consumer		

3. Find in the text word combinations beginning with:
working …, advertising …, consulting …, congested …, existing …, printing …, computer …, problem-solving …, keen …, updated …, deciding …, changing …, experienced …, growing … .

4. Try to give:
a) *synonyms to the following words:* employment, firm, to suit, deadline, assignment, client, to reject, software, a portfolio, field, trend, pressure, expect, own, keen.
b*) antonyms to the following words:* regular, well-lighted, comfortable, quick, increase, reduce, employ, together, congested, important.

5. Name in one word:
a) the business of making known to people what is for sale or for rent, what is needed by someone =
b) a time or date by which something must be done =
c) the programs, data, routines, etc. for a digital computer =
d) a case for carrying important papers, drawings, etc =
e) to make smaller in number, price, degree etc =
f) having the stated knowledge, skill or experience =
g) a general direction, tendency =
h) a legal written agreement =

Grammar exercises

1. Identify the following verb forms:
vary, employed by, work, adjust, may work, are paid, are rejected, to meet, is required, are expected, will have, must keep up with, can change, produced, do, will be needed, will increase, may be tempered, are employed.

2. Make the following sentences negative:
1. They also must have an eye for details.
2. Jobseekers are expected to face keen competition.
3. A small number of designers produced computer graphics for computer systems design firms.
4. Demand for graphic designers also will increase as advertising firms create print and Web marketing and promotional materials for a growing number of products and services.
5. Graphic designers must be familiar with computer graphics and design software.
6. Working conditions and places of employment vary.

3. Make up questions.
1. quickly consumer tastes can change fairly?
2. their some do experienced designers open own firms?

3. experienced designers in large firms may graphic advance to chief designer?
4. competition jobseekers are expected to face keen?
5. deciding a good portfolio often is the factor in getting a job.
6. problem-solving creativity, communication, and skills are important?

4. Give the forms of irregular verbs:
pay, find, meet, have, put, choose, hold, grow.

5. Do a grammar test.
1. Working conditions and places of employment (*vary; will be varied; are varied*).
2. A small number of designers (*produced; were produced; are being produced*).
3. The abilities to work independently and under pressure (*are; is; had*) equally important traits.
4. They also must (*have; had; has*) an eye for details.
5. People in this field (*need; are needed; needs*) self-discipline to start projects on their own.
6. Most graphic designers (*is working; work; had work)* in specialized design services.
7. Demand for graphic designers also (*increased; will increase; are increased*) in the future.
8. Graphic designers must (*keep up; are kept; will keep*) with new and updated computer graphics and design software.
9. Growth in Internet advertising, in particular, (*expects; is expected; are expected*) to increase the number of designers.
10. A small number of designers (*produce; produced; is produced*) computer graphics for computer systems design firms.

Reading comprehension

1. Read the text once again and give the main idea.
The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:
1. Who can graphic designers be employed by?
2. Why do all designers face frustration?
3. What must graphic designers be familiar with?
4. What do designers show to employers?
5. Why do designers need to be well-read, open to new ideas and influences?
6. Why will graphic designers with Web site design and animation be especially needed?
7. What skills are important for designers?

3. True or false:
1. Beginning graphic designers usually need 3 to 5 years of working experience before they can advance to higher positions.
2. Most graphic designers work in shopping malls and supermarkets.
3. Graphic designers may work evenings or weekends to meet production schedules, especially in the printing and publishing industries where deadlines are shorter and more frequent.
4. Demand increases for design projects for interactive media - Web sites, mobile phones, and other technology.
5. Some designers do freelance work - full time or part time.

4. Fill in the gaps:
1. Graphic designers generally work regular hours in well-lighted and comfortable … .

2. … graphic designers in large firms may advance to chief designer, art or creative director, or other supervisory positions.
3. Graphic designers must be creative and able to communicate their ideas visually, … , and in writing.
4. The abilities to work … and under pressure are equally important traits.
5. All designers sometimes face frustration when their designs are rejected or when their work is not as … as they wish.

5. Work in pairs and discuss the following topics:
1. Skills that are important for designers.
2. The areas of graphic design to specialize in.
3. Computer graphics and design software.

6. Write a letter to your friend about the problem discussed in the text.

Internet resources for independent work:
http://en.wikipedia.org/wiki/Computer_graphics
http://en.academic.ru/dic.nsf/enwiki/21675

LESSON 4

Printings

Printings comprise an essential part of the company corporate image. Designers use only state-of-the art technologies and consider all internal and external factors in order to reach the effect clients are aspiring to in their concept implementation.

Promotional leaflets are one of the most popular and effective methods to advertise the products to customers.

Booklets. Combining all cost-effective advantages and high information value, booklets are one of the most efficient and wide-used types of advertising printings. Graphic designers create booklets that combine clear informational content with beautiful layout and design.

Prospects, menus and catalogues. Well-designed multi illustration prospect, menu or catalogue will work for the company image for a very long time, making it stand out among other peers and attracting new clients. Designers can create colourful printings that exceed all client's expectations.

Posters and show bills. Hundreds or even thousands of people can see them, that is why investments in design and development of posters and show bills are so profitable. Graphic designers create high quality products that will help you become popular.

Calendars are the most popular type of advertising printings. There is no better practical business gift than a calendar. Designers can create a calendar with a company logo, which clients and partners will remember for a long time.

Invitation and greeting cards. Designers create cards that will satisfy all your needs.

Book and magazine layouts. Qualitative print and informative texts are not enough for the modern reader. Creative design, illustrations and pictures are also important for the consumer, they to attract a huge audience of readers.

Covers for books, magazines, audio and video. Cover must attract consumer's attention and have an informative content. Designers help to make the products attractive for clients.

Diplomas, certificates and muniments. Your clients are aware that diplomas, certificates and muniments suggest qualitative competitive abilities of any company or enterprise.

Folders, blanks, envelopes. High quality printing products with your logo deliver a corresponding image for you. They

will attract numerous clients, who will recognize your company at one glance at a folder, blank or envelope.

Business cards are a necessary attribute for a business person. Creative and unique design for your business card is the best solution to differentiate your company.

Active vocabulary of the lesson

Verbs: comprise, consider, reach, advertise, aspire, combine, stand out, attract, exceed, satisfy, to be aware, suggest, deliver, recognize, differentiate.
Nouns: printings, implementation, customer, content, layout, peer, expectations, investments, gift, enterprise, solution.
Adjectives: essential, internal, external, efficient, clear, profitable, qualitative, huge, competitive.

Lexical exercises

1. Make up expressions with the given new words.
Model: to satisfy expectations, a profitable enterprise etc.

2.Word-building

Verb	Noun	Adjective	Adverb
satisfy			
	expectation		
		profitable	
		competitive	
	investments		

3. Try to give
a) *synonyms to the following words:* comprise, corporate image, to reach, concept, value, to attract, to show, type, to satisfy one's needs, huge, clients, numerous, unique, business person.

b*) antonyms to the following words:* internal, popular, effective, well-designed, profitable, modern, huge, attractive, high, necessary.

4. Name in one word:
a) a small sheet of printed matter =
b) the paper wrapper of a letter =
c) something that protects by covering =
d) to consist of =
e) a sheet of folder showing a list of the days and months of the year =
f) an official paper showing that a person has successfully completed a course of study =
g) using money to buy shares, property, or other things that will increase in value to make more money =
h) a large notice with pictures, posted in a public place =

Grammar exercises

1. Identify the following verb forms:
use, are aspiring, combine, will work, making, can create, will remember, must attract, to differentiate.

2. Make the following sentences negative:
1. Pictures attract a huge audience of readers.
2. Designers consider all internal and external factors.
3. Clients will recognize your company at one glance at a folder, blank or envelope.
4. Cover must attract consumer's attention and have an informative content.
5. Designers can create colourful printings that exceed all client's expectations.
6. Promotional leaflets are one of the most popular and effective methods to advertise the products to customers.

3. Make up questions.
1. Why factors designers consider internal do and external?
2. Why investments in design of poster and show bills so profitable are?
3. What the most type is of advertising printings popular?
4. What magazines the role of a is cover for books and?
5. What a company is the best solution to differentiate?

4. Give the forms of irregular verbs:
to be, to make, to stand, to see, show, to become, to make.

5. Do a grammar test.
1. They will attract numerous clients, who (*recognized; will recognize; are recognized*) your company at one glance at a folder, blank or envelope.
2. Your clients are aware that diplomas, certificates and muniments (*suggest; have suggested, are suggested*) qualitative competitive abilities of any company or enterprise.
3. High quality printing products with your logo (*are delivering; were delivered; deliver*) a corresponding image for you.
4. Graphic designers (*create; has created; creates*) high quality products that will help you become popular.
5. Printings (*comprises; will comprise; comprise*) an essential part of the company corporate image.
6. Booklets (*be; is; are*) one of the most efficient and wide-used types of advertising printings.
7. Hundreds or even thousands of people can (*saw; to see; see*) posters and show bills.
8. Designers (*creates; create; are creating*) a calendar with a company logo.
9. Diplomas, certificates and muniments (*suggest; will be suggesting; had suggested*) qualitative competitive abilities of any company or enterprise.

10. Catalogue (*will work; works; are working*) for the company image for a very long time, making it stand out among other peers.

Reading comprehension

1. Read the text once again and give the main idea.
The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:
1. What is a necessary attribute for a business person?
2. What are the most popular and effective methods to advertise the products to customers?
3. Why are printings so important for big companies?
4. What are the ways to attract numerous clients?
5. What role do prospects, catalogues and menus play for companies?
6. What technologies do graphic designers use to satisfy their clients?

3. True or false:
1. Low quality printing products with your logo deliver a corresponding image for you.
2. Designers create portfolio that will satisfy all your needs.
3. Designers can create cars with a company logo, which clients and partners will remember for a long time.
4. Qualitative print and informative texts are enough for the modern reader.
5. Combining all cost-effective advantages and high information value, booklets are one of the most efficient and wide-used types of advertising printings.

4. Work in pairs and discuss the following topics:
1. The role of printings in modern life.
2. The most popular types of advertising printings.
3. Promotional leaflets created by graphic designers.

5. Write a letter to your friend about the problem discussed in the text.

Internet resources for independent work:
http://www.cnc.by/en/services/printing
http://en.wikipedia.org/wiki/Greeting_card
http://en.wikipedia.org/wiki/Business_card
http://en.wikipedia.org/wiki/Calendar
http://en.wikipedia.org/wiki/Blueprint
http://www.thefreedictionary.com/printings

LESSON 5

Working as a Book Designer

Working in book design can mean several things. For some, it may be creating elaborate book covers and jacket designs from scratch. For others, it may mean hours of detailed-oriented layout work. Designing a book cover means first understanding the nature of the book, and then the audience, and in today's market, creating something that sells. This work may be done as a freelancer or in-house for a book publisher. When working in book design one can expect to:
Design covers; Design book jackets; Work in page layout; Learn the rules of typography; Work with deadlines.

Depending on the project, book design and layout can call for all types of graphic design software. Covers that incor-

porate photography will most likely be brought into Photoshop at some point. Others that need original artwork and clever typography will likely be done in a program like Illustrator. For layout of full books, In Design and Quark are used throughout the industry. Book designers must pay close attention to the legal issues to protect their work. A fair contract will enable the designer to make additional money for a second printing or paperback printing that goes beyond the original run of a book. This allows the designer to share in the success of the product and not give unlimited use of the design. Designers should also look to get their credit on books they design, which will help to promote their business.

Designing Album Cover Art

Many designers who work on album cover art work on a freelance basis and are hired on a per-project basis. If you want to work as a freelance designer, you may find you have to start out designing a few album covers for free to build up a portfolio of work. Once you get started, if people are pleased with what you're producing, then you will likely find that most of your work comes to you through referrals. Not all designers are freelancers, however, and some record labels have graphic designers on staff to handle these responsibilities in-house. Education in graphic design is the usual path into designing album cover art.

You need familiarity with graphic design software programs and the basics of design. You'll also need to learn how to communicate properly with printers about colours, paper, and other facets of your final design so that the printing comes out as everyone envisioned it. Obviously, you need some creative ability and familiarity with music is a must - most genres have a typical "feel" for the find of cover art they use, and you should be able to listen to music and come up with a design that compliments it. Unlike some other jobs in music, pay for designers doesn't change depending on how many copies an album sells.

That can be a good thing AND a bad thing. Unless you are a designer on staff at a label, you will be working on a per-campaign basis, charging one flat fee for your work. As you get started, you will likely have to do a few jobs for free to get a foot in the door. The exact pay varies wildly depending on the kinds of labels and artist you work with, and as you work, you'll get a feel for the going rate in your sphere. You can charge different rates depending on the amount of work involved.

Illustrations and photo design

Illustration is irreplaceable to boost promotion and recognition of your business among clients and partners. Illustration and photo will enhance your company image and respectability.

Illustrations for books, newspapers and magazines. Illustration is wizardry, and designers bring a touch of magic to book, newspaper and magazine pages.

Cards are the right way to congratulate colleagues, clients or partners, and to remind of your company. A colourful bright card in an original envelope with an exclusive design and elements of your corporate style will leave an unforgettable impression about your company.

Comics often feature different fairy tale characters, sometimes such characters are even represented allegorically. A graphic designer is ready to create for you characters you need and to represent them graphically in any file format.

Caricatures. When developing a creative concept for advertising campaign, it is often necessary to introduce a character, who will serve as a basis for all ad strategy. Sometimes such characters are presented as pictures or interactive caricatures. Designers can create impressive caricatures of any individuals or characters you require.

Photo design. A high quality picture is the main way to influence your visitors and potential clients. You can use hundreds

of words to describe and list all the advantages, but visual look of the thing, interior or architectural object is the decisive argument that can help a customer to make the final decision – and consider your company. Designers will help you improve the picture by means of creating a unique presentation of your product via photo.

Active vocabulary of the lesson

Verbs: mean, expect, depend on, call for, incorporate, pay attention to, protect, enable, allow, share in, promote, hire, communicate, envision, boost, enhance, congratulate, feature, serve, require.
Nouns: cover, jacket, scratch, audience, freelancer, publisher, deadline, issues, responsibility, facet, amount, recognition, respectability, wizardry, envelope, caricatures.
Adjectives: elaborate, legal, fair, additional, unlimited, irreplaceable, exclusive, unforgettable, potential, decisive, unique.
Adverbs: likely, properly, obviously, wildly, allegorically, graphically.

Lexical exercises

1. Make up expressions with the given new words.
Model: to hire a freelancer, to pay attention to issues etc.

2. Word-building

Verb	Noun	Adjective	Adverb
require			
	responsibility		
		decisive	
			obviously
		unforgettable	

3. Find in the text word combinations beginning with:
creative …, advertising …, original …, different …, impressive …, additional …, colourful …, bright …, interactive …, architectural …, unique …, exclusive … .

4. Match the word and its definition:

1	audience	**A**	to contribute to the growth or prosperity of something
2	typography	**B**	a picture, a diagram, etc., esp. in a book
3	promote	**C**	all the people listening to or watching a performance, speech, radio program, TV show
4	comics	**D**	the art or process of printing with type
5	illustration	**E**	a comic book, causing amusement and laughter

5. Give the right pairs of antonyms:
software, original, forget, legal, success, unlimited, irreplaceable, remind, bright, illegal, failure, limited, replaceable, hardware, dark, ordinary.

Grammar exercises

1. Identify the following verb forms:
can mean, means, creating, may be done, incorporate, will be done, are used, will enable, goes, allows, should look, are hired, have to start out, are producing, will find, comes, need, envisioned, have, will be working, feature, developing, are presented.

2. Make the following sentences negative:
1. You need familiarity with graphic design software programs and the basics of design.
2. Designers will help you improve the picture by means of creating a unique presentation of your product via photo.
3. Designers can create impressive caricatures of any individuals or characters you require.
4. The exact pay varies wildly depending on the kinds of labels and artist you work with.
5. Designers bring a touch of magic to book, newspaper and magazine pages.
6. A colourful bright card will leave an unforgettable impression about your company.

3. Insert prepositions:
hours … detailed-oriented layout work; depending … the project; can call … all types of graphic design software; book designers must pay close attention … the legal issues; to make additional money … a second printing; the success … the product; to get their credit … books they design; work … a freelance basis; people are pleased … what you're producing; have graphic designers … staff; you should be able to listen … music; to boost promotion and recognition … your business … clients and partners; to remind … your company; will leave an unforgettable impression … your company; improve the picture … means of creating a unique presentation … your product via photo.

4. Give the forms of irregular verbs:
understand, sell, do, bring, pay, make, run, find, come, learn, get, leave.

5. Do a grammar test on Modal verbs:
1. Working in book design (*can, must, could*) mean several things.
2. It (*may, might, could*) be creating elaborate book covers and jacket designs.
3. It **(***may, can, have to*) mean hours of detailed-oriented layout work.
4. This work (*may, can, should*) be done as a freelancer.
5. Book design and layout (*could, can, might*) call for all types of graphic design software.
6. Book designers (*must, can, may*) pay close attention to the legal issues to protect their work.
7. Designers (*must, should, can*) also look to get their credit on books they design.
8. You (*can, should, may*) be able to listen to music.
9. That (*must, might, can*) be a good thing and a bad thing.
10. Designers (*can, could, had to*) create impressive caricatures of any individuals or characters you require.

Reading comprehension

1. Read the text once again and give the main idea.
The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:
1. What is the main way in photo design to influence visitors and potential clients?
2. What do comics feature?
3. What is the main function of cards?
4. What will enhance the image of a company and its respectability?
5. What can working in book design mean?
6. What programs are used for layout of full books?

7. What is the usual path in designing album cover art?
8. What is the decisive argument that can help a customer to make the final decision?

3. Work in pairs and discuss the following topics:
1. Types of graphic design software.
2. Designing a book cover (nature of the book, the audience, today's market).
3. The use of illustration and photo to enhance the company's image and respectability (cards, calendars, booklets).

4. Write a letter to your friend about the problem discussed in the text.

Internet resources for independent work:

http://animationservices.wi.ru/tag/childrens-book-illustrations/
http://en.wikipedia.org/wiki/Page_layout
http://en.wikipedia.org/wiki/Photography
http://www.youtube.com/watch?v=ZHQyvDdlpg4
http://video.yandex.ru/search.xml?text=illustrations%20for%20books&where=all&id=83141299-00

LESSON 6

Form, Shape and Space in graphic design

Shapes are at the root of graphic design. They are figures and forms that make up logos, illustrations and countless other elements in all types of designs. Using shapes properly is one of the keys to successful graphic design. The form, colour, size and other characteristics for the shapes in a layout can determine its mood and message. Soft, curved and rounded shapes

are perceived differently than sharp, angled shapes. The "white space" or negative space left between shapes will also significantly impact a design. Experimentation and altering of shapes within a design can ultimately lead to the desired result.

Current graphics software has transformed the way graphic designers can deal with shapes. Adobe Illustrator is the most useful tool for shape creation and manipulation. Simple shapes such as *circles, squares and triangles* can be created with a click and drag of the mouse. Adjusting lines and curves using the tools in Illustrator and similar programs can create more complex shapes, of limitless dimensions. Colours, patterns, opacity and other characteristics of shapes can easily be altered. It is important for designers to master the shape tools within their favourite software, as almost any shape that can be imagined can now be created. Form and shape are areas or masses which define objects in space. Form and shape imply space; indeed they cannot exist without space.

There are various ways to categorize form and shape. Form and shape can be thought of as either *two dimensional or three dimensional*. Two dimensional form has width and height. It can also create the illusion of three dimension objects. Three dimensional shape has depth as well as width and height. Form and shape can also be described as either *organic or geometric*. Organic forms such as these snow-covered boulders typically are irregular in outline, and often asymmetrical. Organic forms are most often thought of as naturally occurring. Shape is an area enclosed by a line. It visually describes an object. It is two-dimensional with height and width. Shapes can be geometric with straight edges and angels, such as squares, rectangles, or triangles or circles; or they can be organic with irregular and curvilinear lines. Organic shapes are found in nature-seashells, flower petals, insects, animals, people! Form looks like a three-dimensional shape. The object looks as if it has height, width and depth. Artists use shading to create the

illusion of form. The shading indicates depth by creating shadows. Geometric forms are those which correspond to named regular shapes, such as *squares, rectangles, circles, cubes, spheres, cones,* and other regular forms. Architecture is usually composed of geometric forms. These forms are most often thought of as *constructed or made*. However, not all made objects are geometric; many designed forms have irregular contours. Nor are all naturally occurring objects organic; snowflakes and soap bubbles are among many geometric forms found in nature. There are some other terms commonly used to describe form and shape in composition; these have to do with what kind of representations the forms have. If we can recognize every day objects and environments, we refer to the images as being realistic, or naturalistic. However, if the images are difficult or impossible to identify in terms of our normal, daily visual experience, we may refer to the images as abstract. Our perception of shape and form are affected by several factors. The position or viewpoint from which we see an object will emphasize or obscure certain features, and therefore affect the impression it makes.

The character and source of light also changes the perceived character of the object. Lighting in a photographic portrait, for example, can make the subject look older, younger, dramatic, or rather abstract. Value (the relative lightness or darkness of a colour) can also define form. Strong contrasts in value within a composition may define the boundaries of forms. Gradations of value, or shading, can also create the illusion of contour and volume. In the same way, hue contrasts and gradations can also define forms. Form may also be defined by change in texture, even when hue and value remain essentially consistent. However, most typically, form is defined by a combination of these factors. Forms and shapes can be thought of as *positive or negative*. In a two dimensional composition, the objects constitute the positive forms, while the background is the

negative space. The effective placement of objects in relation to the surrounding negative space is essential for success in composition. Some artists play with the reversal of positive and negative space to create complex illusions.

Active vocabulary of the lesson

Verbs: determine, perceive, leave, impact, alter, transform, deal with, adjust, alter, master, imagine, define, imply, exist, categorize, indicate, correspond to, recognize, identify, affect, emphasize.
Nouns: root, shape, layout, mood, software, tool, creation, circle, square, triangle, curve, dimension, opacity, width, height, depth, seashell, petal, insect, cube, sphere, cone, snowflakes, perception, boundaries, contour, volume.
Adjectives: countless, successful, soft, curved, rounded, sharp, angled, current, useful, complex, limitless, dimensional, asymmetrical, organic, visual, consistent.
Adverbs: properly, differently, significantly, ultimately, typically, naturally, visually, commonly, daily, essentially.

Lexical exercises

1. Make up expressions with the given new words.
Model: countless snowflakes, to alter the layout etc.

2. Word-building

Verb	Noun	Adjective	Adverb
perceive			
	illustration		
alter			
			significantly
		visual	

3. Give Russian equivalents of the following word expressions:
другие характеристики, определить настроение, воспринимаются по-разному, сильно влиять на … , современные программы, самый полезный инструмент, создавать более сложные формы, могут быть изменены, не могут существовать без пространства, создавать иллюзию, различные способы, сложно идентифицировать, восприятие формы, создать сложную иллюзию.

4. Try to give:
a) *synonyms to the following words:* countless, significantly, current, manipulation, complex, alter, various, to categorize, occur, essential, realistic.
b*) antonyms to the following words:* irregular, asymmetrical, impossible, difficult, positive, background, effective, normal, affect.

Grammar exercises

1. Identify the following verb forms:
are, make up, can determine, are perceived, will impact, can lead to, has transformed, can deal with, can be created, can create, can be altered, to master, can be imagined, define, can be thought, describes, are found, indicates, is composed, see, changes, is defined, play.

2. Make the following sentences negative:
1. The "white space" or negative space will significantly impact a design.
2. It visually describes an object.
3. Strong contrasts in value within a composition may define the boundaries of forms.
4. The shading indicates depth by creating shadows.

5. Our perception of shape and form are affected by several factors.
6. Form and shape imply space; indeed they cannot exist without space.

3. Give the forms of irregular verbs:
make, leave, lead, think, have, find.

4. Do a grammar test.
1. They are figures and forms that *(will make up; make up; had make)* logos, illustrations and countless other elements in all types of designs.
2. Architecture (*is being composed; is composed; are composed*) of geometric forms.
3. The shading (*indicating; indicates; was indicated*) depth by creating shadows.
4. Our perception of shape and form (*are affected; is affected; were being affected*) by several factors.
5. Artists (*use; are used; uses*) shading to create the illusion of form.
6. The effective placement of objects in relation to the surrounding negative space *(is; are; was)* essential for success in composition.
7. Colours, patterns, opacity and other characteristics of shapes *(will can; can be altered; can alter).*
8. The object *(looking; were looked; looks)* as if it has height, width and depth.
9. The "white space" left between shapes *(will impact; were impact; impacted)* a design.
10. Form and shape *(cannot exist; will exist; existed)* without space.

Reading comprehension

1. Read the text once again and give the main idea.
The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:
1. Why are shapes at the root of graphic design?
2. What is the key to successful graphic design?
3. How will negative space impact a design?
4. What is the most useful tool for shape creation?
5. What do form and space imply?
6. What forms are called two dimensional?
7. What forms are called three dimensional?
8. What can lead to the desired result?

3. True or false:
1. The character and source of light also changes the perceived character of the object.
2. Gradations of value, or shading, can not create the illusion of contour and volume.
3. Many designed forms have irregular contours.
4. Using shapes properly is one of the keys to successful graphic design.
5. Snowflakes and soap bubbles are among many geometric forms found in nature.

4. Fill in the gaps:
1. Organic shapes are found in nature-seashells, flower petals, insects, animals, …!
2. … in a photographic portrait, for example, can make the subject look older, younger, dramatic, or rather abstract.
3. The … or negative space left between shapes will also significantly impact a design.

4. Adobe Illustrator is the most useful … for shape creation and manipulation.
5. Three … shape has depth as well as width and height.

5. Work in pairs and discuss the following topics:
1. Shapes are at the root of graphic design.
2. The ways to categorize form and shape.
3. Current graphic software.

6. Write a letter to your friend about the subject discussed in the text.

Internet resources for independent work:
http://www.wikihow.com/Category:Drawing-Shapes-andForms
http://char.txa.cornell.edu/language/element/form/form.htm
http://phrontistery.info/shapes.html
http://www.google.ru/search?q=forms+and+shapes&hl=ru&newwin-dow=1&prmd=iv&source=univ&tbs=vid:1&tbo=u&ei=PiXBTJWECoH-tOZ_Q8dsL&sa=X&oi=video_result_group&ct=title&resnum=15&ved=0CGcQqwQwDg
http://en.wikipedia.org/wiki/Shape_and_form_(visual_arts)

LESSON 7

Brand design, development and promotion

Professional branding is a complicated and multilevel process of a brand or a trade mark creation and promotion including target market analysis, advertising actions, brand posi-

tioning means, naming, visual brand images, brand strategy, analysis of marketing efficiency.

Marketing terms "brand" and "branding" derive from English "brand" which throws back to Norse "brandr", which means "fire, to burn". *Brand* is a complex of information about a company, goods, service, including a name, a logotype, corporate style allowing consumers to define it among multiple competitors, creates its image and reputation at the market of goods and services. From the legal side *brand* is a trade mark, defining a producer and belonging to him. Some authors consider a brand to be a complex of copyright objects, such as a trade mark and a corporate name.

A brand includes the following components:

1. trade mark name (naming),
2. logotype, symbolising some goods, service or company,
3. corporate style – colours and fonts.

Brand can be a sell and buy object. "Business week" regularly publishes the prices of the leading brands, where the first ten is Coca-Cola, Google and Microsoft. Each of them costs more than fifty billions of dollars.

The idea of branding as a way of product definition was greatly developed in the late XXth century when there appeared high competition and lots of similar products and services. And nowadays the modern market is constant fighting of brands. The more original and individual the brand is the more competitive the product. Now branding is a strong marketing tool, allowing to form a customer's certain emotional perception of a product, which influences its image, its reputation and of course, the demand for it.

Corporate identity

Corporate identity is one of the main promotional and marketing instruments of any modern company. If selected in a proper way, corporate identity sometimes becomes the most important factor for success. Your corporate ID, designed by

professionals, will multiply the effectiveness of your promotional campaigns, will enhance the reputation and popularity of your business in the market, and will win the trust of clients and partners.

Here is a full range of services in corporate identity design:

Trademarks, Logos, Corporate colour scheme, Type set, Business cards, Stationary, letterhead, Bill and fax forms, Envelopes (European standard, A4, A5), Folders, Website design, adding corporate elements to the existing website, Multimedia presentations, Promotional gifts (pens, notepads, ash-trays, etc.).

Corporate identity may also include upon customer's request:

Press release. Press releases will concisely inform on events, promotional campaigns, and competitions held by the company, and are crucial for the company image.

Advertising article. Rememberable advertising articles will enhance the level of your business.

Slogan. Slogan is a nameable short message, carrying advertising information about the company, product or service. Advertising slogan is used to promote a product or service to the market. Image slogan aims to raise the recognizability of the company or its brand.

Naming (name of the company, site, and trademark). Naming is extremely important for the company, project or trademark since it greatly influences company's image.

Promotional printings (booklets, catalogues, calendars, etc).

Trademarks and logos

Logo and trademark are considered the most important elements of your company image-building. They convey the essence, character and purpose of your business in a visual form.

The main purpose of a logo is to make a nameable and recognizable impression on your potential clients and customers. For the client to recognize your product easily among other counterparts, it must contain a special detail. We call it a trademark layout that represents your company in a symbolic way.

Logo and trademark design is a complex process. Designers can offer a vast number of structured techniques in logo and trademark development. Graphic designers offer professional insight into creation of a unique logo and trademark – so that your company and your product were the best among others and nameable for your clients. They help you to be in the foreground!

Active vocabulary of the lesson

Verbs: explain, consider, derive from, throw back, mean, define, belong to, consider, include, symbolize, sell, develop, appear, allow, influence, select, multiply, enhance, exist, include, convey.
Nouns: target, analysis, efficiency, meaning, goods, service, consumer, authors, fonts, definition, competition, fighting, tool, perception, reputation, demand, identity, success, trust, request, recognizability, essence, purpose, insight, foreground.
Adjectives: multilevel, multiple, similar, modern, constant, original, individual, competitive, emotional, proper, crucial, rememberable, nameable, vast.
Adverbs: concisely, extremely, greatly, easily.

Lexical exercises

1. Make up expressions with the given new words.
Model: to convey the essence, to influence the perception etc.

2. Give the right pairs of synonyms:
complicated, efficiency, technique, productivity, complex, consumer, reputation, producer, essential, manufacturer, appear, customer, nowadays, goods, at present, extremely, characteristics, increasingly, important, products, slogan, short message, competitor, emerge, counterpart, strategy.

3.Word-building

Verb	Noun	Adjective	Adverb
symbolize			
	identity		
		emotional	
			extremely
exist			

4. Match the word and its definition:

1	brand	**A**	the art of managing an affair cleverly
2	strategy	**B**	an identifying symbol used as a trademark
3	copyright	**C**	demands for goods
4	logo	**D**	goods which are the product of a particular firm or producer
5	market	**E**	the exclusive right to reproduce, publish, and sell an original work, or any part of it, for a certain number of years

Grammar exercises

1. Identify the following verb forms:
including, need, throws back, means, can be, publishes, was developed, appeared, influences, becomes, will multiply, will

enhance, will win, include, is used, to promote, aims, are considered, convey, must contain, call, can offer, were.

2. Make the following sentences negative:
1. Marketing terms "brand" and "branding" derive from English "brand" which throws back to Norse "brandr", which means "fire, to burn".
2. Brand creates company image and reputation at the market of goods and services.
3. Some authors consider a brand to be a complex of copyright objects.
4. Brand can be a sell and buy object.
5. "Business week" regularly publishes the prices of the leading brands.
6. The idea of branding as a way of product definition was greatly developed in the late XXth century.
7. Your corporate ID, designed by professionals, will multiply the effectiveness of your promotional campaigns.
8. Advertising slogan is used to promote a product or service to the market.
9. Image slogan aims to raise the recognizability of the company or its brand.
10. Graphic designers offer professional insight into creation of a unique logo and trademark.

3. Insert necessary prepositions:
1. Marketing terms "brand" and "branding" derive … English "brand" which throws … to Norse "brandr", which means "fire, to burn".
2. *Brand* is a complex of information … a company, goods, service, including a name, a logotype, corporate style allowing consumers to define it … multiple competitors, create its image and reputation at the market … goods and services.

3. From the legal side *brand* is a trade mark, defining a producer and belonging … him.
4. The idea … branding as a way of product definition was greatly developed … the late XXth century.
5. Now branding is a strong marketing tool which influences … company image, its reputation and of course, the demand … it.
6. Corporate identity may also include … customer's request: press releases, advertising article, slogan, naming, promotional printings.
7. Naming is extremely important … the company, project or trademark since it greatly influences company's image.
8. Designers can offer a vast number … structured techniques … logo and trademark development.

4. Give the forms of irregular verbs:
throw, sell, buy, cost, become, win, hold.

5. Do a grammar test on Participle I and Participle II:
1. Professional branding is a complicated process of a trade mark creation (*include*) target market analysis, advertising actions, brand positioning means, naming, visual brand images, brand strategy, analysis of marketing efficiency.
2. *Brand* is a complex of information about a company, goods, service, (*include*) a name, a logotype, corporate style (*allow*) consumers to define it among multiple competitors, create its image and reputation at the market of goods and services.
3. *Brand* is a trade mark, (*define*) a producer and (*belong*) to him.
4. Branding is a strong marketing tool, (*allow*) to form a customer's certain emotional perception of a product.
5. Competitions (*hold*) by the company are crucial for the company image.
6. Slogan is a nameable short message, (*carry*) advertising information about the company, product or service.

7. Designers can offer (*structure*) techniques in logo and trademark development.
8. Your corporate ID, (*design*) by professionals, will multiply the effectiveness of your promotional campaigns, will enhance the reputation and popularity of your business in the market.
9. Corporate identity may also include press releases (*inform*) on events, promotional campaigns.
10. (select) in a proper way, corporate identity sometimes becomes the most important factor for success.

Reading comprehension

1. Read the text once again and give the main idea.
The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:
1. What does professional branding include?
2. What is brand from a legal side?
3. What does "Business week" regularly publish?
4. When was the idea of branding as a way of product definition greatly developed?
5. What is one of the main promotional and marketing instruments of any modern company?
6. What is the purpose of corporate ID?
7. What do logo and trademark convey?
8. How can a client recognize a product of a company?

3. Work in pairs and discuss the following topics:
1. The main components of a brand.
2. Professional branding (target market analysis, advertising actions, naming, visual brand images, brand strategy, analysis of marketing efficiency).

4. Write a letter to your friend about the problem discussed in the text.

Internet resources for independent work:
http://en.wikipedia.org/wiki/Brand
http://en.wikipedia.org/wiki/Corporate_identity
http://ad-funny.ru/index.php?key=advertising%20logos

LESSON 8

What's in a name?

In the days when Manfred Gotta was still on the staff of a Frankfurt advertising agency, he was asked to promote a new cat food called "Katzensmaus" (Kittys feast). To a German, the name might seem vaguely silly, for non Germans it is simply unpronounceable.

The client insisted on keeping the name and Gotta handed in his notice. In future, he decided, he would devote himself full-time to devising names for new products. Friends and colleagues were convinced he'd snapped.

But today, at 50, Gotta has his own firm in Frankfurt and makes a tidy living inventing original names. He came up with the curious word "Xedos" for a luxury limousine, labelled one sporty little car "Twingo" and hit on "Vectra" for a range model.

Gotta produces names for cars, confectionary and telephones and has over 80 corporate clients in Europe, Japan and the United States. He charges around 100,000 marks for a name which is to be used nationally, more than twice that for one which will be suitable on a European scale. Compared to the development costs of a car or a chocolate bar, it is peanuts. But

the name is a vital part of the image, and often more important than the colour or shape of a product.

A good name, says professional wordsmith Gotta, creates positive associations, can be used internationally and it is unique". That goes for Japanese cars hoping to find buyers in Europe and the US as well as for German beer, which is exported to countries throughout the world. "If you are a globally active company you need to think in terms of a global identity," says Manfred Gotta.

A new product must stand out, at all costs. The more exotic and enigmatic the name, the more curiosity it generates. Seemingly awkward word like "Xedos" or "Kelts" are not necessarily a handicap. "Better a clumsy name you'll remember," Gotta says, "than one that's slick but does not stick".

It's hoped that, with Gotta's help, the mascot created for Expo 2000 in Hanover will become world famous. Gotta came up with the name Twipsy. He devises names like this simply by giving free rein to his imagination. He locks himself into a room with the nameless object for 15 to 30 minutes, examining it closely and trying to put its qualities into words. This kind of brainstorming session generally produces several alternatives, which Gotta then reviews with his staff.

But there is more to word coining than just the creative element. An ideal brand name should carry no meaning anywhere in the world and match the product. Gotta's staff spend weeks doing research to ensure that the world rights to the name are available and also to find out whether it's unpronounceable in any language or might come across as being rude or offensive.

Gotta was paid the nicest tribute ever for "Twingo", when someone said the car was as original as its name. But deciding what to call his latest "product" proved a real headache for the great inventor of names. He was, he admits, "rather different" when it came to choosing a name for his son. The boy is now

called Julian. That may not be unique but it's got a pleasant ring and is certainly international.

Active vocabulary of the lesson

Verbs: promote, seem, insist, keep, hand in, devote, devise, convince, snap, invent, come up, label, charge, cost, slick, stick, examine, review, ensure, export.
Nouns: staff, agency, notice, colleague, limousine, confectionary, marks, bar, powder, peanut, wordsmith, beer, identity, curiosity, handicap. Mascot, rein, brainstorming, alternative, brand, tribute, headache, inventor.
Adjectives: silly, tidy, curious, luxury novel, corporate, suitable, vital, unique, exotic, enigmatic, awkward, clumsy, nameless, available, rude, offensive, pleasant.
Adverbs: unpronounceable, vaguely, simply, globally, closely, generally, necessary.

Lexical exercises

1. Make up expressions with the given new words.
Model: clumsy brand name, offensive name, curious inventor etc.

2. Word-building

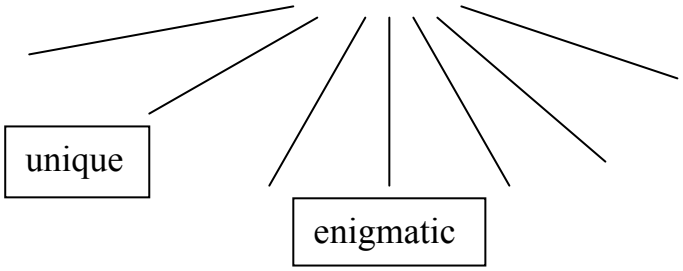
Verb	Noun	Adjective	Adverb
devote			
	notice		
		curious	
			simple
invent			

3. Find in the text word combinations beginning with:
tidy …, positive …, several …, advertising …, global …, curious ..., brainstorming …, luxury …, sporty …., European …, nameless …, pleasant … .

4. Try to give:
a) *synonyms to the following words:* to charge, the staff, to promote, silly, luxury, to label, client, cost, devise, awkward, famous, vital.
b*) antonyms to the following words:* available, important, silly, unpronounceable, future, full time, original, novel, suitable, positive, rude.

5. Add more words to the word tree:

Ideal product name



6. Name in one word:
a) a technique by which a group of people present and discuss different possibilities in order to find a solution to a problem =
b) goods which are the production of a particular firm or producer =
c) to raise or to be raised to a higher position or rank =
d) right or appropriate for a given job or occasion =
e) not polite or courteous =

f) to invent a word or phrase =
g) a person who buys products, esp. for a company or large store for resale =
h) a person or thing believed to bring good luck =

Grammar exercises

1. Identify the following verb forms:
was asked, seem, insisted, decided, would devote, were convinced, had snapped, makes, came up, became, produces, is to be used, can be used, hoping, to find, is exported, must stand out, will remember, examine, should carry, was paid, is called.

2. Make the following sentences negative:
1. Gotta's staff spend weeks doing research to ensure that the world rights to the name are available.
2. A good name creates positive associations.
3. Name is a vital part of the image.
4. This kind of brainstorming session generally produces several alternatives.
5. Gotta makes a tidy living inventing original names.
6. German beer is exported to countries throughout the world.

3. Give three forms of irregular verbs:
keep, make, come, become, say, find, think, stand, stick, spend, pay.

4. Do a grammar test.
1. In the days when Manfred Gotta was still on the staff of a Frankfurt advertising agency, he (*ask; is asked; was asked*) to promote a new cat food called "Katzensmaus".
2. He (*will be devise; devises; devise*) names like this simply by giving free rein to his imagination.
3. The client (*insisted; are insist; insist*) on keeping the name.

4. The boy (*calls; is being called; is called*) Julian.
5. Gotta (*came up; come up; is come*) with the name Twipsy.
6. He (*lock; locks; was locked)* himself into a room with the nameless object for 15 to 30 minutes.
7. If you are a globally active company you (*needed; are need; need*) to think in terms of a global identity.
8. An ideal brand name should (*carry; carried; will carry*) no meaning anywhere in the world.
9. But the name (*are; is; were*) often more important than the colour or shape of a product.
10. He (*charge; charges; were charged*) around 100,000 marks for a name which is to be used nationally.

Reading comprehension

1. Read the text once again and give the main idea.
The text is about …, the text covers the problems of …, the text discusses the issues of … etc.
2. Answer the questions:
1. What was M. Gotta asked to promote?
2. Was the name "Katzenschmaus" pleasant to the ear?
3. How old is M.Gotta?
4. What famous names are created by M. Gotta?
5. What does Manfred Gotta do?
6. How much does he charge for a name which is to be used nationally?
7. How does he devise names?
8. What is an ideal brand name?
9. What products does he create names for?
10. Have you ever heard about this wordsmith?

3. True or false:
1. He was asked to promote a new cat trade equipment.

2. His son's name has got a pleasant ring and is certainly international.
3. Gotta examines the object closely and tries to put its qualities into words.
4. The client insisted on changing the name "Katzensmaus".
5. Compared to the development costs of a car or a chocolate bar, it is a great sum of money.

4. Fill in the gaps:
1. He locks himself into a room with … object for 15 to 30 minutes.
2. Friends and … were convinced he'd snapped.
3. That goes for Japanese cars hoping to find … in Europe.
4. He devises names like this simply by giving free rein to his … .
5. This kind of brainstorming session generally produces several … .

5. Work in pairs and discuss the following topics:
1. The process of devising names for products.
2. An ideal brand name.
3. Can you devote yourself full-time to devising names.

6. Write a letter to your friend about the problem discussed in the text.

Internet resources for independent work:
http://www.bigdirectory.com.ru/Business/Marketing_and_Advertising/Branding/Naming/
http://www.rupedia.ru/showarticle.php?article=6235
http://www.rupedia.ru/showarticle.php?article=6247
http://www.rupedia.ru/showarticle.php?article=6322

http://www.rupedia.ru/showarticle.php?article=6328
http://www.rupedia.ru/showarticle.php?article=6388
http://ad-funny.ru/index.php?key=advertising%20logos

LESSON 9

Advertising

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. While now central to the contemporary global economy and the reproduction of global production networks, it is only quite recently that advertising has been more than a marginal influence on patterns of sales and production. Mass production necessitated mass consumption, and this in turn required a certain homogenization of consumer tastes for final products.

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "brand image". For these purposes, advertisements sometimes embed their persuasive message with factual information. Every major medium is used to deliver these messages, including *television, radio, cinema, magazines, newspapers, video games, the Internet, carrier bags and billboards.* Advertising is often placed by an advertising agency on behalf of a company or other organization.

Organizations that frequently spend large sums of money on advertising that sells what is not, strictly speaking, a product or service include *political parties, interest groups, religious organizations, and military recruiters*. Non-profit organizations are not typical advertising clients, and may rely on free modes of persuasion, such as public service announcements.

Types of advertising

Media

Commercial advertising media can include *wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web pop ups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes, in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, stickers on apples in supermarkets, shopping cart handles, the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts*. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

Covert advertising

Covert advertising is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie Minority Report, where Tom Cruise's character John Anderton owns a phone with the Nokia logo clearly written in the top corner, or his watch engraved with the Bulgari logo. Similarly, product placement for Omega Watches, Ford, VAIO, BMW and Aston Martin cars are featured in recent James Bond films, most notably Casino Royale.

Television commercials

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The majority of television commercials feature a song or jingle that listeners soon relate to the product. Virtual advertisements may be inserted into regular television programming through computer graphics. In a TV commercial

the advertiser is trying to persuade you to go out and buy something. He wants to make you feel that you really must have it. He can use a number of different effects to do this:

- **The snob effect.** This tells you that the product is most exclusive and of course rather expensive. Only the very best people use.
- **The scientific effect.** A serious-looking man with glasses and a white coat, possibly a doctor or a professor, tells you about the advantages of the product.
- **The words-and-music effect**. The name of the product is repeated over and over again, put into a rhyme and sung several times in the hope that you won't forget it. The sung rhyme is called a "jingle".
- **The ha-ha effect**. The advertiser tries to make you laugh by showing people or cartoon figures in funny situations.
- **The VIP** (Very important person) effect. Well-known people, like actors or football players, are shown using the product.
- **The supermodern effect**. The advertiser tries to persuade you that this product is a new, sensational breakthrough.
- **The go-go effect**. This is suitable for teenage market. It shows young people having a party, singing, laughing, having a wonderful time, and, of course, using the product.

By skilfully using advertising baits, representatives of business are quite able to exert a substantial influence on the content of TV and radio programs.

Infomercials

Infomercials are also known as direct response television (DRTV) commercials or direct response marketing. The main objective in an infomercial is to create an impulse purchase, so that the consumer sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website. Infomercials describe, display, and often

demonstrate products and their features, and commonly have testimonials from consumers and industry professionals.

Celebrities

This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favourite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products.

Media and advertising approaches

Advertising on the World Wide Web is a recent phenomenon. Prices of Web-based advertising space are dependent on the "relevance" of the surrounding web content and the traffic that the website receives. *E-mail advertising* is another recent phenomenon. Unsolicited bulk E-mail advertising is known as "spam". As the mobile phone became a new mass media in 1998 when the first paid downloadable content appeared on mobile phones in Finland, it was only a matter of time until mobile advertising followed, also first launched in Finland in 2000.

A new form of advertising that is growing rapidly is *social network advertising*. It is online advertising with a focus on social networking sites. This is a relatively immature market, but it has shown a lot of promise as advertisers are able to take advantage of the demographic information the user has provided to the social networking site. Friendertising is a more precise advertising term in which people are able to direct advertisements toward others directly using social network service.

Mobile billboard advertising

Mobile billboards are truck- or blimp-mounted billboards or digital screens. These can be dedicated vehicles built solely for carrying advertisements along routes preselected by clients,

or they can be specially-equipped cargo trucks. The billboards are often lighted; some being backlit, and others employing spotlights. Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements. Mobile displays are used for various situations in metropolitan areas throughout the world, including: *target advertising, one-day, and long-term campaigns, conventions, sporting events, store openings and similar promotional events, big advertisements from smaller companies.*

Public service advertising

The same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as *AIDS, political ideology, energy conservation, religious recruitment, and deforestation*. Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences.

Active vocabulary of the lesson

Verbs: persuade, consume, necessitate, require, generate, embed, deliver, rely on, include, identify, own, engrave, feature, relate, insert, exert, focus upon, involve, employ, educate, reach.

Nouns: service, pattern, consumption, turn, homogenization, taste, reinvention, purpose, persuasion, announcements, item, charge, airtime, glasses, breakthrough, content, objective, celebrity, truck, issues, deforestation.

Adjectives: particular, contemporary, marginal, persuasive, actual, definite, recent, exclusive, expensive, substantial, dependent, digital.

Adverbs: typically, recently, frequently, strictly, clearly, similarly, notably, skilfully, immediately, commonly, rapidly, relatively, directly, specially, continuously, periodically.

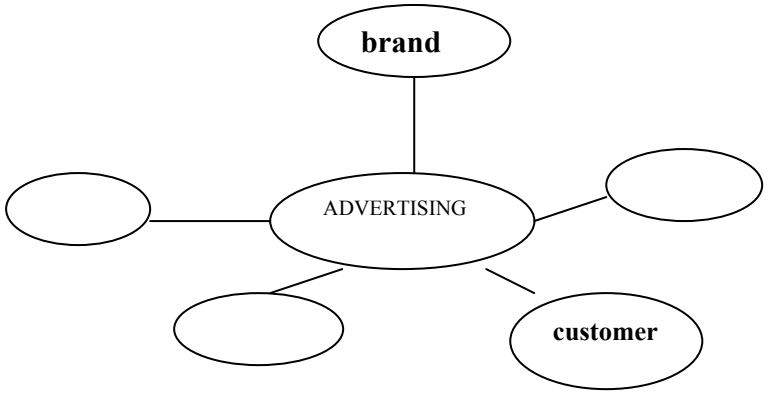
Lexical exercises

1. Make up expressions with the given new words.
Model: to deliver factual information, to generate original ideas etc.

2. Match the word and its definition:

1	billboard	**A**	a well-known person
2	advertisement	**B**	a large strip of cloth, hung between two poles, bearing a slogan
3	celebrity	**C**	to convince smb to do smth by reasoning, arguing, begging
4	persuade	**D**	a large, high, flat surface on which advertisements are placed
5	banner	**E**	a notice of something for sale, for rent, etc., given in a newspaper, on TV, or pasted on a wall

3. Complete the network for the word ADVERTISING. Add as many other bubbles as you like.



4. Word-building

Verb	Noun	Adjective	Adverb
persuade			
	consumption		
		marginal	
			typically
generate			

Grammar exercises

1. Identify the following verb forms:
attempts, has been, necessitated, required, are designed, is used, is placed, spend, sells, include, may rely, can include, pays, is embedded, owns, are featured, is considered, is reflected, feature, relate, may be inserted, is trying, wants, is repeated, are shown, shows, are known, sees, buys, demonstrate, advertise, are involved, became, appeared, launched, is growing, has provided, can be dedicated, are lighted, are used.

2. Make the following sentences negative:
1. Advertising attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service.
2. Advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products.
3. The billboards are often lighted.
4. Social network advertising is growing rapidly.
5. The mobile phone became a new mass media in 1998.
6. Unsolicited bulk E-mail advertising is known as "spam".
7. Virtual advertisements may be inserted into regular television programming through computer graphics.

8. John Anderton owns a phone with the Nokia logo clearly written in the top corner.
9. Advertising has been more than a marginal influence on patterns of sales and production.
10. Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "brand image".

3. Insert necessary prepositions:
1. It is only quite recently that advertising has been more than a marginal influence … patterns of sales and production.
2. Many advertisements are designed to generate increased consumption of products and services … the creation and reinvention of the "brand image".
3. Advertisements sometimes embed their persuasive message … factual information.
4. Advertising is often placed … an advertising agency … behalf of a company or other organization.
5. Virtual advertisements may be inserted … regular television programming … computer graphics.
6. This type of advertising focuses … using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products.
7. In a TV commercial the advertiser is trying to persuade you to go … and buy something.
8. The name of the product is put into a rhyme and sung several times … the hope that you won't forget it.

4. Give the forms of irregular verbs:
be, spend, pay, write, buy, make, feel, tell, put, sing, forget, show, have, have, know, see, become, grow, build.

5. Do a grammar test changing Active Voice into Passive Voice:

1. Mass production necessitated mass consumption.
2. Organizations frequently spend large sums of money on advertising.
3. The main character can use an item or other of a definite brand.
4. He can use a number of different effects.
5. It shows young people having a party, singing, laughing, having a wonderful time, and, of course, using the product.
6. Infomercials describe, display, and often demonstrate products and their features.

6. Find in the text all the sentences in Passive Voice.

Reading comprehension

1. Read the text once again and give the main idea.

The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:

1. Why aren't non-profit organizations typical advertising clients?
2. What is the main purpose of designing advertisements?
3. What are the major types of advertising?
4. What is the most effective mass-market advertising format?
5. What effects can an advertiser use to persuade you go out and buy something?
6. What is a new format of adverting that is growing rapidly?
7. Can we confirm that advertising is a powerful educational tool capable of reaching and motivating large audiences?
8. What is public service advertising?

3. Work in pairs and discuss the following topics:

1. Advertising – a powerful educational tool capable of motivating large audiences.
2. Social network advertising.

4. Write a letter to your friend about the problem discussed in the text.

Internet resources for independent work:

http://en.wikipedia.org/wiki/Advertising
http://ad-funny.ru/index.php?key=advertising%20logos
http://ad-funny.ru/index.php?key=commercials
http://ad-funny.ru/index.php?key=magazine+advertising

LESSON 10

Packaging

Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging *contains, protects, preserves, transports, informs, and sells*. In many countries it is fully integrated into government, business, institutional, industrial, and personal use.

Package labelling (en-GB) or labeling (en-US) is any written, electronic, or graphic communications on the packaging or on a separate but associated label.

The first packages used the natural materials available at the time: baskets of reeds, wineskins (Bota bags), wooden

boxes, pottery vases, ceramic amphorae, wooden barrels, woven bags, etc. Iron and tin plated steel were used to make cans in the early 19th century. Paperboard cartons and corrugated fibreboard boxes were first introduced in the late 19th century. As additional materials such as aluminium and several types of plastic were developed, they were incorporated into packages to improve performance and functionality.

The purposes of packaging and package labels

Packaging and package labelling have several objectives:

Physical protection - The objects enclosed in the package may require protection from, among other things, mechanical shock, vibration, electrostatic discharge, compression, temperature etc.

Barrier protection - A barrier from oxygen, water vapour, dust, etc., is often required. Permeation is a critical factor in design. Keeping the contents clean, fresh, sterile and safe for the intended shelf life is a primary function.

Containment or agglomeration - Small objects are typically grouped together in one package for reasons of efficiency. For example, a single box of 1000 pencils requires less physical handling than 1000 single pencils. Liquids, powders, and granular materials need containment.

Information transmission - Packages and labels communicate how to use, transport, recycle, or dispose of the package or product. With pharmaceuticals, food, medical, and chemical products, some types of information are required by governments.

Marketing - The packaging and labels can be used by marketers to encourage potential buyers to purchase the product. Package graphic design and physical design have been important and constantly evolving phenomenon for several decades. Marketing communications and graphic design are applied to the surface of the package.

Security - Packaging can play an important role in reducing the security risks of shipment. Packages can be made with improved tamper resistance to deter tampering and also can have tamper-evident features to help indicate tampering. Packages can be engineered to help reduce the risks of package pilferage: some package constructions are more resistant to pilferage and some have pilfer indicating seals.

Convenience - Packages can have features that add convenience in distribution, handling, stacking, display, sale, opening, reclosing, use, dispensing, and reuse.

Portion control - Single serving or single dosage packaging has a precise amount of contents to control usage. Bulk commodities (such as salt) can be divided into packages that are a more suitable size for individual households.

Symbols used on packages and labels

Many types of symbols for package labelling are nationally and internationally standardized. For consumer packaging, symbols exist for product certifications, trademarks, proof of purchase, etc. Some requirements and symbols exist to communicate aspects of consumer use and safety. Examples of environmental and recycling symbols include the recycling symbol, the resin identification code and the "Green Dot".

Technologies related to shipping containers are identification codes, bar codes, and electronic data interchange (EDI). These three core technologies serve to enable the business functions in the process of shipping containers throughout the distribution channel.

Package development considerations

Package design and development are often thought of as an integral part of the new product development process. Alternatively, development of a package (or component) can be a separate process, but must be linked closely with the product to be packaged. Package design starts with the identification of all the requirements: *structural design, marketing, shelf life, qual-*

ity assurance, logistics, legal, regulatory, graphic design, end-use, environmental, etc.

With some types of products, the design process involves detailed regulatory requirements for the package. For example with packaging foods, any package components that may contact the food are food contact materials. Toxicologists and food scientists need to verify that the packaging materials are allowed by applicable regulations. Packaging engineers need to verify that the completed package will keep the product safe for its intended shelf life with normal usage. Packaging processes, labelling, distribution, and sale need to be validated to comply with regulations and have the well being of the consumer in mind.

Package design may take place within a company or with various degrees of external packaging engineering: independent contractors, consultants, vendor evaluations, independent laboratories, contract packagers, total outsourcing, etc.

Environmental considerations

Package development involves considerations for sustainability, environmental responsibility, and applicable environmental and recycling regulations. It may involve a life cycle assessment which considers the material and energy inputs and outputs to the package, the packaged product (contents), the packaging process, the logistics system, waste management, etc. The traditional "three R's" of **reduce, reuse, and recycle** are part of a waste hierarchy which may be considered in product and package development.

Active vocabulary of the lesson

Verbs: enclose, protect, refer to, prepare, preserve, integrate, improve, require, recycle, purchase, evolve, reduce, deter, indicate, exist, serve, involve, verify, comply with.

Nouns: science, distribution, storage, goods, warehouse, government, reed, wineskin, can, performance, objective, discharge, vapour, dust, permeation, efficiency, liquid, powder, resistance, pilferage, seal.

Adjectives: separate, available, ceramic, sterile, single, precise, integral, applicable, environmental.

Adverbs: typically, constantly, nationally, internationally, alternatively.

Lexical exercises

1. Make up expressions with the given new words.

Model: to protect goods, to increase the resistance, etc.

2. Word-building

Verb	Noun	Adjective	Adverb
reduce			
	performance		
		applicable	
			alternatively
require			

3. Match the word and its definition:

1	pilfer	**A**	free from all germs and bacteria
2	recycle	**B**	to treat a used substance so that further use is possible
3	sterile	**C**	never stopping; never changing
4	protect	**D**	to steal small items or in small quantities
5	constantly	**E**	to keep safe; to guard or defend from danger

4. Translate the text from Russian into English:

Упаковка – элемент бренда, который играет важную маркетинговую роль. Грамотно разработанная упаковка, решает несколько важнейших задач. Во-первых, упаковка – носитель символики бренда - логотипа. Во-вторых, дизайн упаковки – инструмент выделения бренда из конкурентного окружения. В-третьих, упаковка – носитель идеологии бренда. В-четвёртых, дизайн упаковки – важный информационный носитель, который может «рассказать» о продукте. Одного лишь креатива недостаточно, чтобы создать эффективный дизайн упаковки, разработка дизайна упаковки должна вестись в строгом соответствии с идеологией бренда, только тогда упаковка будет «работать» на конечную цель – увеличение объёмов продаж. Важно помнить, что разработка дизайна упаковки – длительный, сложный и трудоёмкий процесс, именно поэтому дизайн упаковки нужно доверять профессионалам в области packaging design. Но разработка упаковки не ограничивается только созданием дизайна, огромную роль в борьбе за внимание потребителя играет также и форма упаковки. Разработка упаковки оригинальной формы – это процесс, который непосредственно связан с техническими аспектами производства, следовательно, требует от агентства наличия специалистов в области индустриального дизайна.

Grammar exercises

1. Identify the following verb forms:

refers to, can be described, transports, is integrated, used, were used, to make, were introduced, were developed, have, may require, is required, are grouped, need, communicate, can be used, have been, are applied, can play, can be engineered, can be divided, are standardized, exist, are thought, involves, may be considered.

2. Make up the tag-questions:

1. The design process involves detailed regulatory requirements for the package, … ?
2. Toxicologists and food scientists need to verify that the packaging materials are allowed by applicable regulations, … ?
3. In many countries packaging is fully integrated into government, business, institutional, industrial, and personal use, … ?
4. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use, … ?
5. Package labelling (en-GB) or labeling (en-US) is any written, electronic, or graphic communications on the packaging, … ?
6. Some requirements and symbols exist to communicate aspects of consumer use and safety, … ?
7. Additional materials were incorporated into packages to improve performance and functionality,… ?
8. Liquids, powders, and granular materials need containment, … ?
9. Some types of information are required by governments, … ?
10. Iron and tin plated steel were used to make cans in the early 19th century, … ?

3. Give the forms of irregular verbs:

write, make, keep, think, have, take.

4. Do a grammar test using the appropriate form of the word in brackets:

1. Packaging can be described as a (coordination) system of preparing goods for transport, warehousing.
2. In many countries packaging is fully (integration) into government, business, institutional, industrial, and personal use.

3. Paperboard cartons and corrugated fibreboard boxes were first (introduction) in the late 19th century.
4. Keeping the contents clean, fresh, sterile and (safety) for the intended shelf life is a primary function.
5. Packages and labels (communication) how to use, transport, recycle, or dispose of the package or product.
6. Package design may take place within a company or with (variety) degrees of external packaging engineering.
7. Examples of environmental and recycling (symbolize) include the recycling symbol, the resin identification code and the "Green Dot".
8. Package (develop) involves considerations for sustainability, environmental responsibility, and applicable environmental and recycling regulations.
9. Packages can have features that add (convenient) in distribution, handling, stacking, display, sale, opening, reclosing, use, dispensing, and reuse.
10. Package design starts with the (identify) of all the requirements.

5. Write the plural form of the words:
technology, country, goods, package, amphora, objective, liquid, risk, commodity, process, logistics, phenomenon.

Reading comprehension

1. Read the text once again and give the main idea.
The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:
1. What is packaging as a coordinated system?
2. What is package labelling?
3. What natural materials did the first packaged use?

4. What objectives do packaging and package labelling have?
5. What are technologies related to shipping containers?
6. What does package design start with?
7. What does package development involve?
8. What do three R's stand for?

3. Work in small groups and discuss the following topics:
1. Packaging – the science, art and technology.
2. Package design techniques.
3. Materials used in package industry.

4. Write an essay about the problem discussed in the article.
http://www.hydro.com.ua/en/Our-business/Meet-our-customers/Recycling-is-a-can-do-proposition-/

Internet resources for independent work:
http://www.soldis-packaging.ru/portfolio/active.php
http://en.wikipedia.org/wiki/Category:Packaging
http://en.wikipedia.org/wiki/Category:Packaging_materials
http://en.wikipedia.org/wiki/Category:Containers

INTERIOR DESIGN

LESSON 1

Interior design

Interior design is a multi-faceted profession in which creative and technical solutions are applied within a structure to achieve a built interior environment. These solutions are functional, enhance the quality of life and culture of the occupants, and are aesthetically attractive. Designs are created in response to and coordinated with code and regulatory requirements, and encourage the principles of environmental sustainability. The interior design process follows a systematic and coordinated methodology, including research, analysis and integration of knowledge into the creative process, whereby the needs and resources of the client are satisfied to produce an interior space that fulfils the project goals. The work of an interior designer draws upon many disciplines including environmental psychology, architecture, product design, and traditional decoration (aesthetics and cosmetics). They plan the spaces of almost every type of building including: hotels, corporate spaces, schools, hospitals, private residences, shopping malls, restaurants, theatres, and airport terminals.

Today, interior designers must be attuned to architectural detailing including floor plans, home renovations, and construction codes. Some interior designers are architects as well. The specialty areas that involve interior designers are limited only by the imagination and are continually growing and changing. With the increase in the aging population, an increased focus has been placed on developing solutions to improve the living environment of the elderly population, which takes into account health and accessibility issues that can affect the design. Awareness of the ability of interior spaces to create positive changes in people's lives is increasing, so interior design is also becoming relevant to this type of advocacy. Three areas of design that are becoming increasingly popular are ergonomic design, elder design, and environmental - or green - design. Ergonomic design involves designing work spaces and furniture that emphasize good posture and minimize muscle strain on the body. Elder design involves planning interior space to aid in the movement of people who are elderly and disabled. Green design involves selecting furniture and carpets that are free of chemicals and hypoallergenic and selecting construction materials that are energy-efficient or are made from renewable resources.

Although most interior designers do many kinds of projects, some specialize in one area of interior design. Some specialize in the type of building space - usually residential or commercial - while others specialize in a certain design element or type of client, such as healthcare facilities. The most common specialties of this kind are lighting, kitchen and bath, and closet designs. However, designers can specialize in almost any area of design, including acoustics and noise abatement, security, electronics and home theatres, home spas, and indoor gardens. Interior designers deal with technical engineering issues and aesthetic design issues. Those who leave this field usually choose another area involving aesthetic design. Many become interior decorators, graphic designers, and computer graphics consultants. A notable few become architects. Few leave the arena of aesthetic decision-making altogether.

Active vocabulary of the lesson

Verbs: apply, achieve, enhance, encourage, include, satisfy, produce, fulfil, draw upon, attune, involve, grow, change, develop, improve, take into account, affect, emphasize, minimize, aid, select.

Nouns: solution, environment, occupant, response, requirements, sustainability, methodology, research, analysis, integra-

tion, resource, goal, psychology, residence, specialty, imagination, increase, population, health, issues, awareness, advocacy, furniture, posture, strain, body, movement, carpet, chemicals.
Adjectives: multi-faceted, functional, attractive, regulatory, positive, relevant, ergonomic, muscle, disabled, elderly, hypo-allergenic, energy-efficient, renewable.
Adverbs: aesthetically, continually.

Lexical exercises

1. Make up expressions with the given new words.
Model: to select furniture, to develop imagination etc.

2. Word-building

Verb	Noun	Adjective	Adverb
satisfy			
	imagination		
		functional	
			continually
	solution		

3. Match the word and its definition:

1	environment	**A**	an answer or reply
2	enhance	**B**	the number of people living in a particular area, city, state, country, etc.
3	response	**C**	to increase the attractiveness of other qualities
4	psychology	**D**	the natural surroundings or social conditions in which people live
5	population	**E**	the study or science of the mind and how it works

4. Translate the text from Russian into English:

Каждый человек стремится к тому, чтобы сделать свой дом теплым и уютным, комфортным и благоустроенным, старается оформить свое жилье со вкусом, выражая тем самым свою индивидуальность. Выбор мебели в оформлении интерьера играет огромную роль, это всегда очень ответственный момент. Мебель должна вписываться в общий интерьер комнаты, создавая чувство единства и гармонии. При этом выбор мебели должен основываться на стиле, в котором оформлено жилье.

Мой дом - моя крепость. Все мы не раз в жизни слышали эти абсолютно верные слова. Где и в каком месте, если не дома, мы чувствуем себя тепло, уютно, забываем обо всех бедах, закрываемся от всего плохого, что вас настигло на протяжении дня, расслабляемся, словом, как будто, за огромнейшей непробивной стеной.

5. Test your Interior Decorating Skills.
http://education.interiordezine.com/quiz.html

Grammar exercises

1. Identify the following verb forms:
to achieve, enhance, are created, encourage, follows, including, are satisfied, to produce, fulfils, draws, plan, must be attuned, are, involve, are limited, are growing, has been placed, takes, can affect, is increasing, is becoming, emphasize, are made.

2. Make up the tag-questions:
1. Green design involves selecting furniture and carpets …?
2. Interior designers deal with technical engineering issues and aesthetic design issues …?
3. Today, interior designers must be attuned to architectural detailing …?

4. The most common specialties of this kind are lighting, kitchen and bath, and closet designs …?
5. Designs are created in response to and coordinated with code and regulatory requirements …?
6. An increased focus has been placed on developing solutions to improve the living environment of the elderly population …?
7. The interior design process follows a systematic and coordinated methodology, including research, analysis and integration of knowledge into the creative process …?

3. Give the forms of irregular verbs:
build, draw, grow, take, become, made.

4. Do a grammar test using Active or Passive Voice:
1. Designs (create) in response to and coordinated with code and regulatory requirements.
2. Creative and technical solutions (apply) within a structure to achieve a built interior environment.
3. Most interior designers (do) many kinds of projects.
4. The interior design process (follow) a systematic and coordinated methodology, including research, analysis and integration of knowledge into the creative process.
5. Ergonomic design (involve) designing work spaces and furniture that emphasize good posture and minimize muscle strain on the body.
6. Many designers (become) interior decorators, graphic designers, and computer graphics consultants.

Reading comprehension

1. Read the text once again and give the main idea.
The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:
1. What disciplines does the work of an interior designer draw upon?
2. What areas of design are becoming increasingly popular?
3. What does ergonomic design include?
4. What is green design?
5. What areas can designers specialize in?

3. Work in small groups and discuss the following topics:
1. The advantages of interior design profession.
2. How can interior designers create positive changes in people's lives?
3. Private and public interior spaces.

4. Write an essay about your future profession.

Internet resources for independent work:
http://www.interiordesignstory.com
http://www.1su.ru/showarticles.php?cat=167
http://www.youtube.com/watch?v=iIQ6VqFEN0o
http://www.interiordezine.com/index.cfm/Colour
http://www.bls.gov/oco/ocos293.htm

LESSON 2

Interior Designers

An interior designer is responsible for the interior design, decoration, and functionality of a client's space, whether the space is commercial, industrial, or residential. Interior designers work closely with architects and clients to determine the structure of a space, the needs of the occupants, and the style

that best suits both. Interior designers have to be good with more than colour, fabric, and furniture; interior designers must know materials, have budgeting skills, communicate well, and oversee the ordering, installation, and maintenance of all objects that define a space. They also have to know about electrical capacity, safety, and construction. This broader range of required knowledge distinguishes them from interior decorators. Interior designers have to be able to work with contractors and clients alike, planning and implementing all aesthetic and functional decisions, from faucet handles to miles of carpeting - and all this usually must be done within a fixed budget. Interior designers are hired for their expertise in a variety of styles and approaches, not merely their own personal vision. Therefore, they have to be able to balance their own tastes and their clients' tastes - and be willing to put their clients' tastes first. Interior designers are often asked to begin their planning before construction of a space is finished; this means that they must be good at scheduling and comfortable reading blueprints. Interior design is hard work, but those who do it well find the work very satisfying.

Postsecondary education - either an associate or a bachelor's degree - is necessary for entry-level positions; some States license interior designers.

Interior designers draw upon many disciplines to enhance the function, safety, and aesthetics of interior spaces. Their main concerns are with how different colours, textures, furniture, lighting, and space work together to meet the needs of a building's occupants. Designers plan interior spaces of almost every type of building, including offices, airport terminals, theatres, shopping malls, restaurants, hotels, schools, hospitals, and private residences. Good design can boost office productivity, increase sales, attract a more affluent clientele, provide a more relaxing hospital stay, or increase a building's market value.

Traditionally, most interior designers focused on decorating - choosing a style and colour palette and then selecting appropriate furniture, floor and window coverings, artwork, and lighting. However, an increasing number of designers are becoming involved in architectural detailing, such as crown moulding and built-in bookshelves, and in planning layouts of buildings undergoing renovation, including helping to determine the location of windows, stairways, escalators, and walkways.

Interior designers must be able to read blueprints, understand building and fire codes, and know how to make space accessible to people who are disabled. Designers frequently collaborate with architects, electricians, and building contractors to ensure that designs are safe and meet construction requirements.

Whatever space they are working on, almost all designers follow the same process. The first step, known as programming, is to determine the client's needs and wishes. The designer usually meets face-to-face with the client to find out how the space will be used and to get an idea of the client's preferences and budget. The designer also will visit the space to take inventory of existing furniture and equipment and identify positive attributes of the space and potential problems.

After collecting this information, the designer formulates a design plan and estimates costs. Today, designs often are created with the use of computer-aided design (CAD) software, which provides more detail and easier corrections than sketches made by hand. Upon completing the design plan, the designer will present it to the client and make revisions based on the client's input.

When the design concept is finalized, the designer will begin specifying the materials, finishes, and furnishings required, such as furniture, lighting, flooring, wall covering, and artwork. Depending on the complexity of the project, the designer also might submit drawings for approval by a construction inspector

to ensure that the design meets building codes. Finally, the designer develops a timeline for the project, coordinates contractor work schedules, and makes sure work is completed on time. The designer oversees the installation of the design elements, and after the project is complete, the designer, together with the client, pay follow-up visits to the building site to ensure that the client is satisfied. If the client is not satisfied, the designer makes corrections.

Interior designers sometimes supervise assistants who carry out their plans and perform administrative tasks, such as reviewing catalogues and ordering samples. Designers who run their own businesses also may devote considerable time to developing new business contacts, examining equipment and space needs, and attending to business matters.

Although most interior designers do many kinds of projects, some specialize in one area of interior design. Some specialize in the type of building space - usually residential or commercial - while others specialize in a certain design element or type of client, such as healthcare facilities. The most common specialties of this kind are lighting, kitchen and bath, and closet designs. However, designers can specialize in almost any area of design, including acoustics and noise abatement, security, electronics and home theatres, home spas, and indoor gardens.

Active vocabulary of the lesson

Verbs: determine, suit, oversee, define, distinguish, implement, decision, hire, balance, provide, increase, focus on, satisfy, supervise, devote, specify, carry out.
Nouns: structure, occupants, fabric, skills, installation, maintenance, capacity, safety, handles, expertise, approach, taste, lighting, residence, palette, walkways, requirements, preferences, attributes.

Adjectives: commercial, industrial, residential, responsible, aesthetic, functional, private, appropriate.
Adverbs: closely, merely, traditionally, finally.

Lexical exercises

1. Make up expressions with the given new words.
Model: private residence, to satisfy occupants etc.

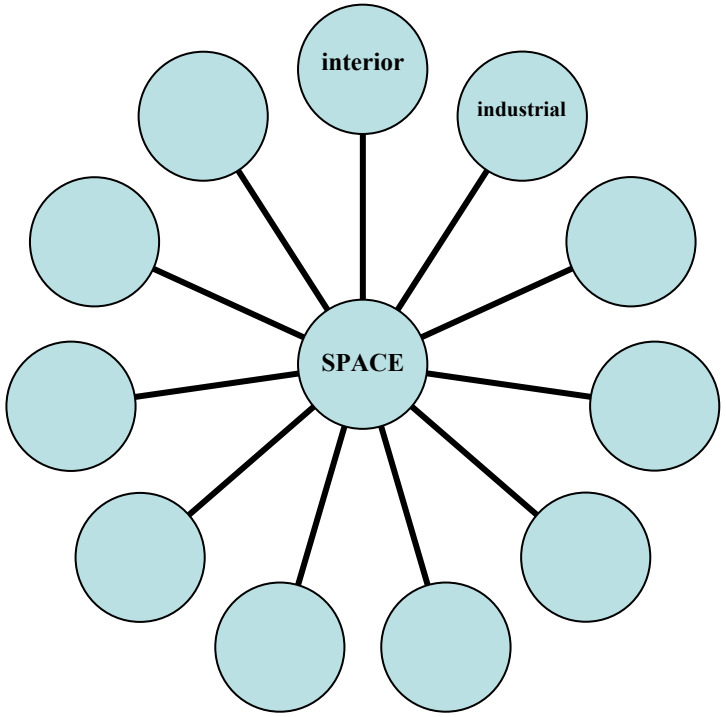
2. Word-building

Verb	Noun	Adjective	Adverb
devote			
	approach		
		functional	
			finally
specify			

3. Match the synonyms:

A	B
supervise	to give official permission to do smth
renovation	artistic, pleasing to the eye
license	to direct, control, or be in charge of
aesthetic	to work together with someone else
collaborate	the process of putting smth back into good condition, esp. after extensive repairs
accessible	a method of doing smth or way of thinking
approach	easily reached or entered

4. What associations does the familiar word SPACE evoke in your mind? Put these associations into the bubbles. For instance:



5. Translate the following word combinations:
supervise assistants, review catalogues, devote considerable time to, the installation of the design elements, the complexity of the project, existing furniture, an increasing number of designers, develop new business contacts, personal vision, is to determine the client's needs, boost office productivity, attract a more affluent clientele.

6. Complete the sentences:
1. An interior designer is responsible for … .
2. Interior designers work closely with … .
3. Interior designers focus on … .
4. Designers devote considerable time to … .
5. Designers frequently collaborate with … .
6. Interior designers sometimes supervise … .
7. They also have to know about … .

Grammar exercises

1. Identify the following verb forms:
work, suits, have to, must know, distinguishes, must be done, are hired, are asked, to begin, means, must be, do, find, license, draw upon, to enhance, work, plan, including, can boost, increase, provide, focused on, are becoming, must be able, collaborate, are working, meets, will visit, formulates.

2. Make the following sentences negative:
1. Interior designers work closely with architects and clients to determine the structure of a space.
2. Designers plan interior spaces of almost every type of building, including offices, airport terminals, theatres etc.
3. Designers can specialize in almost any area of design.
4. Interior designers are often asked to begin their planning before construction of a space is finished.
5. Interior designers must be able to read blueprints, understand building and fire codes.
6. The designer also might submit drawings for approval by a construction inspector to ensure that the design meets building codes.

3. Make up 10 questions of different types.

4. Give the forms of irregular verbs:
know, have, oversee, do, begin, mean, find, draw, meet, choose, become, build, read, understand, make, take, pay, run.

5. Do a grammar test.
1. The designer (develop) a timeline for the project, (coordinate) contractor work schedules, and (make) sure work (to be completed) on time.
2. Today, designs often are created with the use of computer-aided design (CAD) software.
3. Designers frequently (collaborate) with architects, electricians, and building contractors.
4. Some States (license) interior designers.
5. Upon completing the design plan, the designer (present) it to the client.
6. The designer also (visit) the space to take inventory of existing furniture and equipment.
7. Interior designers sometimes (supervise) assistants who carry out their plans and perform administrative tasks.
8. Designers plan interior spaces of almost every type of building.

Reading comprehension

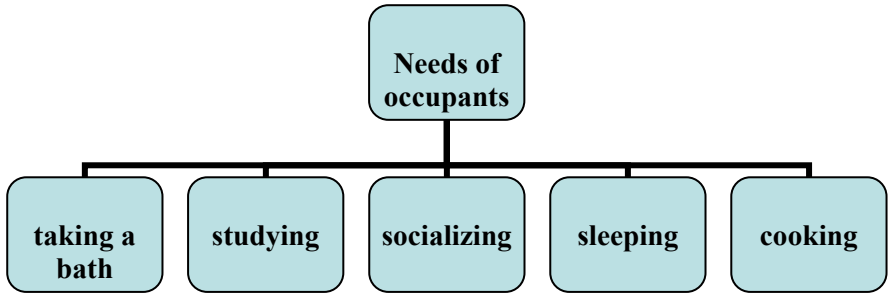
1. Read the text once again and give the main idea.
The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:
1. What is an interior designer responsible for?
2. What education is necessary for entry-level positions?
3. What are the main concerns of interior designers?
4. What can good design boost?

5. Must interior designers be able to understand building and fire codes?
6. What types of building do interior designers plan?
7. Why do designers frequently collaborate with building contractors?

3. True or false:
1. Master's degree is necessary for entry-level positions.
2. Designers can specialize in almost any area of design, including acoustics and noise abatement, security, electronics and home theatres, home spas, and indoor gardens.
3. This knowledge of a foreign language distinguishes interior designers from interior decorators.
4. If the client is not satisfied, the designer gives him a bonus.
5. A designer, together with the client, pay follow-up visits to the building site to ensure that the client is satisfied.
6. After collecting this information, the designer goes to the shop and buys all necessary materials.

4. Work in pairs and discuss the topic "Needs of private space occupants" using the following diagram:



5. Write an essay about the topic discussed in the text.

Internet resources for independent work:

http://en.wikipedia.org/wiki/SM_Megamall
http://en.wikipedia.org/wiki/Hotel_design
http://www.1-su.ru/showarticles.php?cat=167
http://interiordesignprofits.com
http://www.bonuspills.ru/showarticle.php?article=16968

LESSON 3

How to become an interior decorator

1. Train Your Eye

If you're interested in becoming an interior decorator, you probably already have an idea about what good design looks like, or at least what fits your style and taste. However, you can continue to develop this by staying abreast of the trends popular in the industry and watching them change. You'll be able to get a feel for what's out there and what's in style. You can do this by flipping through design magazines or even by attending open houses in wealthy neighbourhoods, art galleries, offices of professionals, etc. Go see what's there and what people like.

2. Get an Education

Even though it's unnecessary for interior decorators to have a formal education, they are expected to know the specifics of the business. This includes space planning, lighting, furniture and decorating styles, use of colour, textures and applications of different types of fabrics, floorings, wall coverings, paint, window treatments, and use and placement of accessories (such as pillows, vases, and art). You can learn all this through books and websites, but the fastest, easiest, and most comprehensive

way to ensure you learn the essentials is by taking an interior design course.

3. Practice at Home

It is important to have some decorating experience before experimenting with the homes of others. Most interior decorators will work with their own home in order to gain some experience and develop their style. Even if you only have one room in your house to work with, you should use it to play with. A coat of paint and some new furniture positioning can dramatically change any space. This is simple and easy to do, and recommended before suggesting new ideas to your clients.

4. Volunteer with Friends and Family

Once you've tried a few things out on your own, you may want to consider offering to decorate the homes or offices of your friends and family. This will be a great opportunity for you to not only practice your decorating techniques, but also to expose yourself to working for other people and with their spaces. You have to remember that the most important thing, when it comes to decorating, is to make your client happy. Your friends and family will have input on your designs and you will need to modify them to their personal tastes, which will be excellent practice for dealing with clients who might not be as forgiving as your friends and family.

5. Prepare a Portfolio

Every artist needs a portfolio to showcase their work, and an interior decorator is no different. The purpose of a portfolio is to convince a client or a firm to hire you, so, along with your designs, you should include any other documents (such as letters of recommendation and 'design boards', which are poster boards containing pictures and samples of materials that you use, like fabrics, flooring, wallpaper, etc.) that will convince your future employer (client or firm) of your talents. However, the majority of your portfolio should consist of pictures of work that you have completed. On every job you should be sure to

take ‘before’ and ‘after’ photos of the rooms that you design. Then, from this group, you should choose 15-20 pictures to present in your portfolio.

6. Get a Job

Even if your ultimate goal is to have a business of your own, starting with a job in the industry can be crucial to your success. It will teach you about the business, not to mention introduce you to clients who, if they like your designs, may stay with you after you move on. Decorating jobs are available in businesses like home builders, furniture and house ware manufacturers, hotel and restaurant chains, retailers (furniture stores, home improvements stores, antique dealers, etc.), and interior design and decorating firms.

7. Start Your Own Business

If you are interested in starting your own business there are a number of things to consider. Initially you will need to decide on business matters such as a company name and whether or not you want to incorporate. You may also begin your solo career by working from home. It will save on the cost of office space, and, since you will be going to clients (they won‘t be coming to you), it should not interfere with your professionalism.

8. Establish Relationships with Suppliers

As an interior designer, you will get up to a 50% discount on the materials you use when you purchase them directly from suppliers. Suppliers are companies that provide the products and services that you need to decorate and include manufacturers of furniture, wall coverings, flooring, fabrics, etc. as well as contractors who do painting, carpentry, and installation. You need to know the right people and have good relationships with them because their materials and services help to create your designs and will be utilized in the homes of your clients.

9. Get Clients

In order to get new clients you need to market yourself and your designs. The best way to do so is to network with professionals who can refer business to you. Word of mouth is one of the most effective selling strategies, and if you can get real estate agents, architects, antique dealers, art dealers, home renovators, and similar authorities on homes to tout your designs, you will not only gain a good reputation, but clients as well. Other effective marketing strategies include creating your own website with photos of your work and getting publicity in the ’homes’ section of your local newspaper. Keep in mind that you have a wide range of potential clients: home builders, new home buyers, wealthy homeowners, professional couples, advertising agencies, art galleries, bed and breakfasts, boutique stores, corporate head offices, hotels, law firms, restaurants, spas, and many other types of businesses.

10. Grow as a Professional

What is popular in the interior design industry is constantly changing. Trends ebb and flow with the tastes of professional designers and clients. It is important to stay on top of the current industry events and fashions because your clients will. It is easy to do this by attending trade shows, reading design magazines, and joining professional organizations. Along with varying styles, techniques and technologies are constantly shifting as well, which is another reason to be aware of industry modifications. Your final step in growing your career, if you choose to do so, is to gain interior design certification, and thereby create new possibilities and opportunities when it comes to designing a home.

Active vocabulary of the lesson

interior decorator – дизайнер интерьера
taste – вкус
in style – в моде

professional – специалист
to deal with – иметь дело/работать с чем-либо
client – клиент
to hire – нанимать
portfolio – портфолио
retailer – розничный торговец
supplier – поставщик
discount – скидка
to purchase – покупать
real estate agent – агент по продаже недвижимости
opportunity – возможность

1. Answer the questions:
1) How can a future designer acquire style and taste?
2) Does an interior decorator need proper education nowadays?
3) Why is it considered best for a beginner to choose first clients among friends and family?
4) What does a portfolio look like?
5) How can a designer start his or her own business?
6) How can you attract new clients?
7) What other recommendations to become a successful designer can you give?

2. True or false:
1) A designer doesn't need a formal education.
2) You don't need to work with your home because it's a waste time.
3) Only artists and models really need a portfolio to promote themselves.
4) You'd better have a job experience in design area even if you're planning to start your own business.
5) You've got to grow professionally if you want to be a well-to-do designer.

3. Read the text and render its ideas in English:

Кое-что современное вызывает у людей старшего поколения настоящий ужас. К примеру, стили хай-тек, конструктивизм, минимализм, функционализм, то есть все то, что предполагает наличие странных вещей и большого количества свободного пространства, чаще всего выбирают люди молодые, как мы говорим – современные. Отсюда и вытекает понятие «современный дизайн», и анализировать его без отрыва от современных людей просто невозможно, да и глупо.

Сегодня человек стал гораздо более привередливым, нежели был когда-то. Он привык много и плодотворно работать, а потому стремится качественно отдыхать. Современный молодой человек – специалист ли, менеджер ли – как правило, хорошо начитан и осведомлен, что постоянные стрессы без умения расслабляться приведут к ранней потере здоровья и огромным проблемам. Так что интерьер квартир, в которых он живет, и интерьер ресторанов, в которых он отдыхает, начинают играть очень важную роль. Сегодня современный дизайн интерьера квартир обязательно должен быть гораздо более широким, нежели понятие «мой дом – моя крепость».

Современный дизайн обязан отвечать массе стандартов, которые на первый взгляд кажутся несовместимыми, особенно если учесть то перечисление современных стилей в дизайне, которое было выше. Вы считаете, что удобной и комфортной может быть только лишь мягкая классика? В таком случае, вы просто ошибочно полагаете, что хай-тек – это нагромождение металлических трубок, и уверены, что стеклянные стулья или железные скамейки обязательно будут жесткими и острыми по краям. Современный дизайн, как и любой другой, обязан быть удобным, ведь создается он для человека, а жить в дисгармонии с собой готовы, разве что, мазохисты. Следовательно, студии дизайна ин-

терьера должны были решить, каким способом сделать такие материалы, как металл и стекло, удобными для человека, комфортными для его жизни и применимыми в интерьере квартиры.

Lexical exercises

1. Make up expressions with the given new words:
to supply, to decorate, to market, to deal with, to purchase, to hire, to employ, to gain, to be able, to ensure.

2. Word building. Fill in the gaps in the table below:

Nouns	Verbs	Adjectives	Adverbs
education	…	…	…
…	to decorate	…	…
experience	…	…	…
…	to supply	…	…
…	…	professional	…
purchaser	…	…	…
…	to market	…	…
…	…	opportune	…
…	…	…	directly
…	…	…	ultimately
…	to recommend	…	…
…	…	unnecessary	…

3. Find out words synonymous to:
to purchase, opportunity, to offer, excellent, crucial, goal, to persuade, sample, store, to tout, to gain.

4. Find out words antonymous to:
majority, failure, to save, the best, similar, wealthy.

5. Translate the following expressions and use them in your own situations:
current events, ebb and flow, to learn the essentials, restaurant chain, retail and wholesale, solo career, the right people, real estate agent.

Grammar exercises

1. Identify the following verb forms:
you're interested, interested in becoming, can continue, you'll be able, go see, includes, by taking an interior design course, will work, once you've tried, you may want to consider, you should be sure, by working from home, in order to get, should consist.

2. Make the following sentences negative:
1) You will be able to get a feel for what's out there and what's in style.
2) Every artist needs a portfolio to showcase their work, and an interior decorator is no different.
3) You have to remember that the most important thing, when it comes to decorating, is to make your client happy.
4) You can do this by flipping through design magazines or even by attending open houses in wealthy neighbourhoods, art galleries, and offices of professionals.
5) You need to know the right people and have good relationships with them because their materials and services help to create your designs and will be utilized in the homes of your clients.

3. Make up WH-questions:
1) You can learn all this through books and websites.
2) You may also begin your solo career by working from home.

3) You should choose 15-20 pictures to present in your portfolio.
4) Suppliers provide the products and services that you need to decorate.
5) They are expected to know the specifics of the business.
6) You will get up to a 50% discount on the materials you use when you purchase them directly from suppliers.
7) In order to get new clients you need to market yourself and your designs.
8) The majority of your portfolio should consist of pictures of work that you have completed.

4. Fill in the gaps using modal verbs (should, may, to be to, must, need, shall):
1) Professional designers … be aware of the latest trends.
2) Designers … argue with customers, and definitely they … be rude with them.
3) Mary … to meet with her client at 6, but unfortunately she was late.
4) … the walls be painted? – This would be great!
5) He … be a good designer, but I'm not sure.
6) The ceiling … to be whitewashed, and the walls … be wallpapered.
7) You … repair my door. That's an order!
8) … you … any tips on interior decoration? – Thanks, but I … do without your advice.

Discussion

1. Prepare reports on the following topics:
a) Famous Design Schools in Russia and Abroad.
b) How to Become an Industrial/Graphic Designer.
c) Tips From Famous Designers.

Additional tasks

Read the tips that can help you make your future career:
http://www.cvtips.com/career-choice/how-to-build-your-career.html
http://careerplanning.about.com/od/careerchoicechan/tp/Career-Choice.htm

LESSON 4

Elements and principles of Interior Design

Whether you are working with existing furnishings and fabrics or "starting from scratch" with an empty room, you should always use the elements and principles of design as a guide in choosing everything. The elements are your tools or raw materials, much like paints are the basics to a painter. The elements of design include space, line, form, colour, and texture. The principles of design relate to how you use these elements. The principles of design are balance, emphasis, rhythm, proportion and scale, and harmony and unity.

Elements of design

Line

Line can convey various feeling and emotions: a delicate, smooth line seems serene and soothing, while a bold, frantic line can suggest anger or energy.

Horizontal lines suggest rest and stability; they have a relaxing, informal effect, and are ideal to create calm interiors. Horizontal lines also suggest breadth, so they visually expand a room. Vertical lines express a state of equilibrium with the force of gravity; they generate the psychological impression of steadiness, strength and simplicity. They add height and dignity, creating a more formal atmosphere. Diagonal lines imply movement and are visually active and dynamic; they attract at-

tention and can add drama, but they can be disturbing unless supported by verticals or opposing diagonals. Too many oblique lines can make the interior restless. Curved lines tend to promote softness; being similar to natural forms, we perceive them as freer than straight lines. Large upwards curves suggest gentle, relaxed movement, while downwards curves seem serious and sad; small curves can express playfulness and energy. An excessive use of curves can create an ornate, fussy appearance.

Shape & Form

Lines joining together define the form or shape of objects. The most common shapes found in our homes are squares, rectangles and triangle – created by straight lines – and circles and ovals – created by circular lines. The square represents the pure and the rational; like the triangle, it's a stable, serene figure but it becomes dynamic when standing on one of its corners. All rectangles can be considered to be variations of the square, however rectangular shapes are more pleasing to the eye than square ones. Rectangular shapes are clearly the norm in architectural and interior design, however too many rectangular shapes can become boring. Add interest by varying their size, proportion, colour, texture, placement, or orientation. The triangle represents stability, but it's also a dynamic shape because of the different angles formed by its sides. Add interest by varying their size, proportion, colour, texture, placement, or orientation. The circle is a compact shape that represents unity and continuity; although it's normally a stable shape, it can appear to have motion when combined with other lines and shapes. Curvilinear shapes, like curved lines, express softness and fluidity.

When shapes extend into the third dimension they create volume; the space defined by walls (a room) is the most common volume in interior design. Totally geometric spaces can seem too formal or restrictive, while free-flowing spaces can

feel open and confused, so it's necessary to balance both kind of forms.

Principles of design

Principle 1: Balance

Visual equilibrium in a room is called balance. A well-balanced room gives careful consideration to the placement of objects according to their visual weight. The elements of line, form, color and texture all help determine an object's visual weight, which is the amount of space it appears to occupy. Balance also refers to how and where you place the elements within a room. To maintain balance, try to distribute the elements throughout the room.

• Formal balance, often referred to as symmetrical balance, creates a mirror image effect.

• Informal balance uses different objects of the same visual weight to create equilibrium in a room. It is more subtle and spontaneous and gives a warmer, more casual feeling.

Principle 2: Emphasis

Emphasis is the focal point of the room. The focal point should be obvious as you enter the room; it is the area to which your eye is attracted. Whatever is featured as the centre of interest – a fireplace, artwork or a window treatment framing a beautiful view – must be sufficiently emphasized so that everything else leads the eye toward the featured area. You can add emphasis to a natural focal point or create one in a room through effective use of line, form, colour and texture.

Principle 3: Rhythm

Rhythm supplies the discipline that controls the eye as it moves around a room. Rhythm helps the eye to move easily from one object to another and creates a harmony that tells the eye everything in the room belongs to a unified whole. Rhythm is created through repetition of line, form, colour or texture. It can also be created through progression. Progressive rhythm is a gradual increasing or decreasing in size, direction or colour.

Principle 4: Proportion and Scale

Size relationships in a room are defined by proportion and scale. Proportion refers to how the elements within an object relate to the object as a whole. Scale relates to the size of an object when compared with the size of the space in which it is located.

Principle 5: Harmony and Unity

A well-designed room is a unified whole that encompasses all the other elements and principles of design. Unity assures a sense of order. There is a consistency of sizes and shapes, a harmony of colour and pattern. The ultimate goal of decorating is to create a room with unity and harmony and a sense of rhythm. Repeating the elements, balancing them throughout the room, and then adding a little variety so that the room has its own sense of personality accomplishes this. Too much unity can be boring; too much variety can cause a restless feeling.

The elements and principles of design are general, universal ideas that apply to every aspect of design. Once you know them, and understand their potential, you can combine and use them to create beautiful interiors, regardless of style and taste.

Active vocabulary of the lesson

Verbs: convey, suggest, create, expand, express, generate, add, attract, tend to, perceive, define, represent, vary, appear, occupy, refer, maintain, distribute, attract, supply, move, belong, relate, encompass, assure, accomplish, apply.

Nouns: fabrics, tools, breadth, equilibrium, gravity, steadiness, strength, simplicity, height, dignity, atmosphere, movement, softness, playfulness, curves, appearance, square, rectangle, triangle, ovals, unity, continuity, motion, fluidity, weight.

Adjectives: empty, raw, various, delicate, smooth, serene, soothing, bold, frantic, horizontal, vertical, psychological, diagonal, dynamic, oblique, restless, curved, similar, excessive, ornate, fussy, circular, pure, curvilinear, restrictive, subtle.

Adverbs: visually, totally, sufficiently, easily, consistently.

Lexical exercises

1. Make up expressions with the given new words.
Model: a well designed room, horizontal line etc.

2. Word-building:

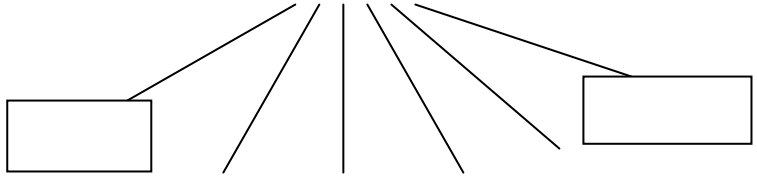
Verb	Noun	Adjective	Adverb
apply			
	triangle		
		psychological	
			consistently
appear			

3. Find in the text the following word combinations :
пустая комната, сырые материалы, передавать различные ощущения и чувства, горизонтальные линии, создавать спокойные интерьеры, состояние равновесия, определять форму, третье измерение, хорошо сбалансированная комната, симметричный баланс, камин, создавать гармонию, ощущение порядка, конечная цель, создавать красивые интерьеры, несмотря на стиль и вкус.

4. Name in one word:
(balance, rhythm, emphasis, harmony, form, line, shape)
a) a thin mark with length but not width =
b) appearance =
c) shape; outward appearance =
d) an even distribution of a weight; steadiness; not falling =
e) special importance given to something =
f) a repeated pattern of events, sounds in speech or music =
g) a state of agreement, peacefulness =

5. Add more words to the word tree:

Principles of interior design



Grammar exercises

1. Identify the following verb forms:

are working, should use, include, relate, can convey, seems, suggest, imply, can make, represents, can be considered, is called, gives, appears, refers, is attracted, is featured, must be emphasized, can add, is created, can be created, are defined.

2. Make the following sentences negative:

1. Rhythm supplies the discipline that controls the eye as it moves around a room.
2. Curvilinear shapes, like curved lines, express softness and fluidity.
3. An excessive use of curves can create an ornate, fussy appearance.
4. Diagonal lines imply movement and are visually active and dynamic.
5. Line can convey various feeling and emotions.
6. Visual equilibrium in a room is called balance.

3. Give three forms of irregular verbs:

choose, make, find, become, stand, have, give, be, understand.

4. Do a grammar test on Participle I and II.

1. Whether you are working with (exist) furnishings and fabrics or "starting from scratch" with an empty room, you should always use the elements and principles of design as a guide in choosing everything.
2. Lines (join) together define the form or shape of objects.
3. The most common shapes (find) in our homes are squares, rectangles and triangle.
4. They add height and dignity, (create) a more formal atmosphere.
5. A well- (design) room is a unified whole that encompasses all the other elements and principles of design.
6. The triangle represents stability, but it's also a dynamic shape because of the different angles (form) by its sides.

Reading comprehension

1. Read the text once again and give the main idea.

The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:

1. What do elements of design include?
2. What are the principles of design?
3. What do curved lines tend to promote?
4. What do diagonal lines imply?
5. What do vertical lines express?
6. How is visual equilibrium in a room called?
7. How can you add emphasis to a natural focal point?
8. What defines size relationship in a room?
9. What is a well-designed room?
10. What does unity assure?

3. True or false:

1. The ultimate goal of decorating is to create a room with unity and harmony and a sense of rhythm.
2. The elements and principles of design are unique ideas that apply to every aspect of design.
3. Rhythm is created through repetition of line, form, colour or texture.
4. Curvilinear shapes, like curved lines, express rigidness and weight.
5. When shapes extend into the third dimension they create volume.

4. Fill in the gaps with the words:

suggest, define, represent, extend, imply, tend to, represent, give, assure, refer to

1. Proportion … to how the elements within an object relate to the object as a whole.
2. Horizontal lines … rest and stability; they have a relaxing, informal effect, and are ideal to create calm interiors.
3. The triangle … stability, but it's also a dynamic shape.
4. When shapes … into the third dimension they create volume.
5. Diagonal lines … movement and are visually active and dynamic.

5. Work in pairs and discuss the following topics:

1. A placement of objects according to visual weight.
2. The ultimate goal of decorating a room.
3. The most common shapes in our homes.

6. Write a letter to your friend about the theme discussed in the text.

Internet resources for independent work:

http://www.positivelybeauty.com/interior-design-basics/design-basics-series-line-shape-form
http://myfavoritethings.com.ua/en/2010/09
http://opfr34.ru/data/html_en/0005.html

LESSON 5

Materials and structures

Building material is any material which is used for a construction purpose. Many naturally occurring substances, such as clay, sand, wood and rocks, even twigs and leaves have been used to construct buildings. Apart from naturally occurring materials, many man-made products are in use, some more and some less synthetic. Building materials can be generally categorized into two sources, natural and synthetic. Natural building materials are those that are unprocessed or minimally processed by industry, such as lumber or glass. Synthetic materials are made in industrial settings after much human manipulations, such as plastics and petroleum based paints. Both have their uses.

Fabric

Two well known types include the conical tepee and the circular yurt. It has been revived as a major construction technique with the development of tensile architecture and synthetic fabrics. Modern buildings can be made of flexible material such as fabric membranes, and supported by a system of steel cables, rigid framework or internal.

Mud and clay

The amount of each material used leads to different styles of buildings. The deciding factor is usually connected with the quality of the soil being used. Larger amounts of clay usually mean using the cob/adobe style, while low clay soil is usually associated with sod building. The other main ingredients include more or less sand/gravel and straw/grasses.

Rock

There are many types of rock throughout the world all with differing attributes that make them better or worse for particular uses. Rock is a very dense material so it gives a lot of protection too, its main draw-back as a material is its weight and awkwardness. Its energy density is also considered a big draw-back, as stone is hard to keep warm without using large amounts of heating resources.

Thatch

Thatch is one of the oldest of building materials known; grass is a good insulator and easily harvested. Many African tribes have lived in homes made completely of grasses year round. In Europe, thatch roofs on homes were once prevalent but the material fell out of favour as industrialization and improved transport increased the availability of other materials. Today, though, the practice is undergoing a revival. In the Netherlands, for instance, many of new builds too have thatched roofs with special ridge tiles on top.

Wood

Wood is a product of trees, and sometimes other fibrous plants, used for construction purposes when cut or pressed into lumber and timber, such as boards, planks and similar materials. Wood can be very flexible under loads, keeping strength while bending, and is incredibly strong when compressed vertically. There are many differing qualities to the different types of wood, even among same tree species. This means specific

species are better for various uses than others. And growing conditions are important for deciding quality.

Concrete

Concrete is a composite building material made from the combination of aggregate (composite) and a binder such as cement. For a concrete construction of any size, as concrete has a rather low tensile strength, it is generally strengthened using steel rods or bars (known as rebars). This strengthened concrete is then referred to as reinforced concrete. Concrete has been the predominant building material in this modern age due to its longevity, formability, and ease of transport.

Metal

Metal is used as structural framework for larger buildings such as skyscrapers, or as an external surface covering. There are many types of metals used for building. Steel is a metal alloy whose major component is iron, and is the usual choice for metal structural building materials. It is strong, flexible, and if refined well and/or treated lasts a long time. Corrosion is metal's prime enemy when it comes to longevity. The lower density and better corrosion resistance of aluminium alloys and tin sometimes overcome their greater cost. Brass was more common in the past, but is usually restricted to specific uses or specialty items today.

Other metals used include titanium, chrome, gold, silver. Titanium can be used for structural purposes, but it is much more expensive than steel. Chrome, gold, and silver are used as decoration, because these materials are expensive and lack structural qualities such as tensile strength or hardness.

Glass

Glassmaking is considered an art form as well as an industrial process or material. Clear windows have been used since the invention of glass to cover small openings in a building. They provided humans with the ability to both let light into rooms while at the same time keeping inclement weather out-

side. Glass is generally made from mixtures of sand and silicates, in a very hot fire stove called a kiln and is very brittle. Very often additives are added to the mixture when making to produce glass with shades of colours or various characteristics (such as bullet proof glass, or light emittance).

Plastic

The term plastics covers a range of synthetic or semi-synthetic organic condensation or polymerization products that can be moulded or extruded into objects or films or fibres. Their name is derived from the fact that in their semi-liquid state they are malleable, or have the property of plasticity. Plastics vary immensely in heat tolerance, hardness, and resiliency. Combined with this adaptability, the general uniformity of composition and lightness of plastics ensures their use in almost all industrial applications today.

Cement composites

Cement bonded composites are made of hydrated cement paste that binds wood or alike particles or fibres to make precast building components. Various fibrous materials including paper and fibreglass have been used as binders. Wood and natural fibres are composed of various soluble organic compounds like carbohydrates, glycosides and phenolics. These compounds are known to retard cement setting. Therefore, before using a wood in making cement boned composites, its compatibility with cement is assessed.

Active vocabulary of the lesson

clay – глина
sand – песок
wood – дерево
timber – древесина
rock – зд. камень
synthetic – синтетический
insulation – изоляция

carpentry – плотничество, плотничье дело
plumbing – сантехника, водопровод
lumber – (US) пиломатериалы
glass – стекло
petroleum – нефть
mud – грязь, земля
soil – почва
gravel – гравий
straw – солома
density – плотность
thatch – солома, тростник
plank – доска
board – доска
reinforced concrete – железобетон
bars – брусья
rod – прут, стержень
alloy – сплав
tin – олово
chrome – хром
bullet proof – пуленепробиваемый
film – пленка
cement – цемент

1. Answer the questions:

1) Which materials are considered natural/synthetic? Give examples.
2) Are fabrics used in modern architecture?
3) Which types of dwelling are built from clay?
4) What's the main disadvantage of rock?
5) What makes thatch a popular building material?
6) Which materials can be made out of wood?
7) Why does wooden architecture remain popular?
8) What factors influence wood quality?
9) What's concrete used for?

10) Why has concrete been wide spread for so long?
11) What's reinforced concrete?
12) What material is used for skyscrapers? Why?
13) Which metals and alloys popular in design do you know?
14) Which are the possible ingredients of glass?
15) What's the history of the term 'plastic'?

2. True or false:
1) Yurts are made from wood.
2) Soil isn't used for building.
3) Thatch is no longer used to build houses.
4) Strengthened concrete is called reinforced.
5) Titanium is as expensive as steel.
6) Glass cannot be bullet proof.

3. Fill in the gaps:
1) I tend to buy clothes made from natural …, like cotton, wool, silk.
2) This is a high quality furniture, only I don't remember what … it's made from, maybe oak.
3) Most block of flats are built from … or brick.
4) Jane has a cow and two goats, so she has to prepare lots of … for the winter.
5) Pots are normally made from … .

Lexical exercises

1. Say which materials are used to build:
a castle, a hut, a yurt, a skyscraper, a cottage, a tower, a shack, a block of flats, a palace.

2. Find out words synonymous to:
textile, timber, gasoline, mud, stone, thatch, hardness, kiln, hue.

3. Find out words antonymous to:
synthetic, rigid, better, advantage, weakness, internal.

4. Translate the following expressions and use them in your own situations:
rigid framework, deciding factor, main ingredients, large amount, thatched roof, modern age, reinforced concrete, metal alloy, natural fibres, organic compound.

5. Word building. Fill in the gaps in the table below:

Nouns	Verbs	Adjectives	Adverbs
…	…	constructive	…
…	…	…	naturally
…	…	awkward	…
…	…	dense	…
heat	…	…	…
insulation	…	…	…
…	…	available	…
fibre	…	…	…
…	…	…	incredibly
additive	…	…	…
plasticity	…	…	…
binder	…	…	…
…	…	compatible	…

Grammar exercises

1. Identify the following verb forms:
occurring, are made, has been revived, can be made, used, leads, using, is considered, have lived, fell out of favour, improved, is undergoing, made from, has, was, can be used, to make, have been used, before using.

2. Make the following sentences negative:

1) The amount of each material used leads to different styles of buildings.
2) The other main ingredients include more or less sand/gravel and straw/grasses.
3) Titanium can be used for structural purposes, but it is much more expensive than steel.
4) They provided humans with the ability to both let light into rooms while at the same time keeping inclement weather outside.
5) Clear windows have been used since the invention of glass to cover small openings in a building.
6) Plastics vary immensely in heat tolerance, hardness and resiliency.
7) Concrete has been the predominant building material in this modern age due to its longevity, formability, and ease of transport.

3. Translate this story into English. Which words denoting building materials are used here?

Эту квартиру в центре Москвы мы с мужем купили в 1998 году. Квартира была небольшой, двухкомнатной и в жутком состоянии. Нам пришлось переделывать абсолютно всё. У меня не было никакого представления о том, каким будет дизайн. Я только хотела, чтобы и отделка, и мебель были светлых натуральных тонов, а весь интерьер построен на игре света. Дом из песка с элементами хай-тека, уют и металл, тепло и холод. Пол мы сделали из дуба. Потом выбрали краску для стен - кварцевую. Она состоит в основном из песка, и её, как правило, используют для оформления фасадов зданий. После мы купили кровать фирмы Ligne Roset. Поскольку долгое время другой мебели в квартире не было, она выполняла роль и обеденного стола, и рабочего - на ней стоял компьютер, а также роль ла-

вочки, так как сидеть было больше негде. Собственно, после появления кровати у нас впервые возникла идея о декоре в японском стиле. Шторы на окнах мы сделали из ткани, напоминающей натуральный лён. Купили посуду с японским рисунком. На пол в коридор и ванную мы положили плетёные коврики из джута. Ремонт был сделан в рекордные сроки - всего за полтора месяца, очень уж хотелось поскорее въехать в новый дом. Здесь особенно красиво весной и летом в солнечный день - свет играет на стеклянных дверцах кухни, полупрозрачной двери ванной.

4. Fill in the gaps using the Present Continuous Tense:

1) Jack … (to build) a new brick house now.
2) Wood … (to get) popular again.
3) Rock … (to lose) its popularity.
4) Manufacturers … (to produce) different types of glass nowadays.
5) What fabric … (you / to sew) this dress from?
6) How … (you / to get on) with your house? – I … (still / to buy) brick and other necessary materials.
7) I do love marble. Right now I … (to think) of making marble columns in the hall.
8) Have you ever lived in a mud hut? – Luckily not! We … (to live) in a three-storied brick mansion now.

Discussion

In pairs, make up lists of:

a) Materials Used in Building.
b) Materials Used in Interior Decoration.
c) Materials Used in Industrial Design.
d) Materials Used in Fashion.

Additional tasks

Look at the following pictures and say which materials were used for these buildings:

http://www.eurekaheritage.org/images/Carson%20Mansion%20pic%2004.JPG

http://www.comicbookmovie.com/images/users/uploads/11631/Batman%206%2015%20Mansion.jpg

LESSON 6

Colour in design

Colour theory

Colour theory encompasses a multitude of definitions, concepts and design applications. As an introduction, here are a few basic concepts.

A colour circle, based on red, yellow and blue, is traditional in the field of art. Sir Isaac Newton developed the first circular diagram of colours in 1666.

Primary colours – red, yellow and blue. In traditional colour theory, these are the 3 pigment colours that can not be mixed or formed by any combination of other colours. All other colours are derived from these 3 hues. Secondary colours – green, orange and purple. These are the colours formed by mixing the primary colours. Tertiary colours – yellow-orange, red-orange, red-purple, blue-purple, blue-green and yellow-green. These are the colours formed by mixing one primary and one secondary colour.

Colour harmony

There are many theories for harmony. Here are some basic formulas.

1) A colour scheme based on analogous colours. Analogous colours are any three colours which are side by side on a 12

part colour wheel, such as yellow-green, yellow, and yellow-orange. Usually one of the three colours predominates.

2) A colour scheme based on complementary colours. Complementary colours are any two colours which are directly opposite each other, such as red and green and red-purple and yellow-green.

3) A colour scheme based on nature. Nature provides a perfect departure point for colour harmony.

When you choose a colour scheme, you're also choosing a mood. Research shows that colours can have a powerful effect on your state of mind: choose the wrong colour for a room and it could make you feel depressed, sluggish, irritable or anxious every time you walk into it. To make your home work for you, it's a good idea to decide which particular feelings and activities you'd like each room to encourage, and then choose your colour schemes accordingly.

White provides a blank canvas and allows your feelings full play. Choose it, if you want to feel open to new ideas and need space to think. Avoid it, if you're feeling unsure or insecure.

Like those one-size clothes, **cream** fits everyone but only really suits a few. Choose it as a calm backdrop to an intense lifestyle. Avoid it, if you feel uninteresting or lacking in sparkle.

Red is a stimulating colour if you're confident and versatile, overpowering if you're not. Bright reds spell sexiness. Choose it, if you're an extrovert in all areas of life. Avoid it, if you tire easily, often feel pressured or irritable or if you suffer from claustrophobia.

Orange is impulsive and friendly. It is often chosen by fatalists who take life as it comes. Choose it if you're outgoing and want to create a sociable atmosphere. Avoid it if you're under stress.

Pink blends caring and passion, hence its romantic associations. Choose it in warm shades for the bedroom. Avoid it in cool pastel tones, if you don't want to blunt your drive and energy.

Yellow is the colour of sunshine and optimism. Yellow is the choice of those who want to compensate for a lack of control in the outside world. Choose it, if you're feeling depressed or mentally sluggish. Avoid it, if you tend to be impulsive or slapdash.

Green is extremely restful and can have a deadening effect in activity areas. Choose it, if you're introverted or bookish. Avoid it, if you're lethargic or withdrawn.

Turquoise combines a soothing effect with a great sense of renewal and energy. Choose it to promote positive relaxation and to help fight insomnia. Avoid it: hardly ever. Such a well-balanced colour can be used anywhere.

Blue appeals to conventional and conformist types. Choose it to bring relaxation and harmony, to calm a driven nature. Avoid it, if you feel passive and unambitious about life.

Violet is a spiritual and meditative colour. Paler shades indicate emotional immaturity. Choose it, if you're extrovert and to create grand impressions. Avoid it, if you're an introvert in any way.

Brown is colour of achievement, but it can be depressing if the shade is too dark. Choose it, if you're insecure, but lighten it with bright colour accents. Avoid it, if you're easily depressed.

Black is ultimate achievement colour. For those whose lives and personalities are completely formed. Choose it, if you're assured and successful or well on the way there. Avoid it, if you're low on self-confidence or anxious in any way.

Grey expresses achievement if used in darker tones. Lighter ones suggest a need to impress. Choose it in small

quantities to make a confident statement. Avoid it over large areas, if you feel uninspired.

Active vocabulary of the lesson

colour / color – цвет
hue / shade – оттенок, тон
palette – палитра
multi-coloured – разноцветный
monochromatic – монохромный
achromatic – бесцветный
black-and-white – черно-белый
transparent – прозрачный
translucent – полупрозрачный
colourful – цветной, яркий
bright – яркий
dark green – темно-зеленый
light green – светло-зеленый
yellowish – желтоватый
beige – бежевый
pale – бледный
scarlet – алый
lilac – лиловый, сиреневый
turquoise – бирюзовый
azure – лазурный
jet black – угольно-черный

1. Answer the questions:

1) What groups of colours are there according to the colour theory?
2) How can you define the word "harmony"?
3) Why is harmony vital in our world?
4) Give an example of a harmonious colour scheme.
5) What colours make you feel secure, confident, calm?

6) Which of the above mentioned colours inspire energy, passion, friendliness, optimism?
7) What is your favourite colour? Why?

2. True or false:
1) There are 5 primary colours.
2) Red and green can be considered complementary colours.
3) If you're not confident enough you should choose white.
4) Cream suits bright personalities.
5) Orange fits easygoing people.
6) Yellow is perfect to cheer you up.
7) Green is a good choice for sluggish people.
8) Sociable people shouldn't wear violet.
9) Black can enhance anxiety.

3. Fill in the gaps:
The colour of summer is …
The colour of royalty is …
The colour of cleanliness is …
The colour of passion is …
The colour of inexperience is …
The colour of romance is …
The colour of purity is …
The colour of coolness is …
The colour of revolution is …

Lexical exercises

1. Make up expressions with the given words:
colour, hue, tone, shade, deep, dark, light, pale, bright.

2. Find out words synonymous to:
hue, colourful, outgoing, sluggish, restful, conventional.

3. Find out words antonymous to:
extrovert, friendly, sociable, dark, black-and-white, pale, anxious, self-confidence.

4. Translate the following expressions and use them in your own situations:
grand impression, driven nature, intense lifestyle, blank canvas, side by side, ultimate achievement, to make a statement.

5. Word building. Fill in the gaps in the table below:

Nouns	Verbs	Adjectives	Adverbs
application	…	…	…
…	to combine	…	…
…	…	primary	…
harmony	…	…	…
…	…	…	basically
…	…	complementary	…
…	…	colourful	…
…	…	…	accordingly
…	…	sociable	…
…	to achieve	…	…
inspiration	…	…	…
…		dark	…
immaturity		…	…

Grammar exercises

1. Identify the following verb forms:
based, developed, you're choosing, can have, choose it, could make you feel, you'd like, provides, avoid it, is often chosen, don't want to blunt, tend to be, expresses, fits.

2. Make the following sentences negative:
1) There are many theories for harmony.
2) Choose it, if you're feeling depressed or mentally sluggish.
3) Pink blends caring and passion.
4) All other colours are derived from these 3 hues.
5) Research shows that colours can have a powerful effect on your state of mind.
6) Usually one of the three colours predominates.

3. Make up questions:
1) colour / what / colours / groups / theory / there / are / in / of / the / ?
2) circular / developed / of / when / was / diagram / the / colours / first / ?
3) hues / do / know / what / of / you / red / ?
4) colours / which / chosen / be / extroverts / by / should / ?
5) which / aren't / colours / introverts / for / recommended / ?

4. Fill in the gaps (-ing or -ed):
1) John is an extremely … (to interest) person.
2) She is … (to interest) in painting.
3) Go for a walk if you feel … (to depress).
4) This book is rather sad. I think it's too … (to depress).
5) I love this club. The atmosphere here is very … (to relax).
6) Mary is so calm. She looks … (to relax) all the time.
7) I find strong personalities really … (to inspire).
8) I've always been … (to inspire) by his works.
9) Ann is a good wife. She is so … (to care).
10) Why are you so … (to reserve)? You've got to be more cheerful.

Discussion

Prepare a report about:
a) Colours & Psychology.
b) Colours in Fashion & Design.
c) My Favourite Colours & Hues.

Additional tasks

Do one of the following tests:
http://www.colorquiz.com/
http://www.viewzone.com/luscher.html
http://www.testcolor.com/

LESSON 7

The furnishings of the buildings

A well designed house integrates all exterior and interior features; this integration includes its furnishings. Many designers see the furnishings of their buildings as part of an overall design. In a contemporary building, for example, the geometry, the simplicity and the modular forms have a distinct relationship to contemporary design in furniture.

The consumer today is faced with a wide variety of choices in the area of furnishings. The many styles and types available make it possible to create any atmosphere that one desires. Nowadays there is a great desire for relaxation and calm. That's why bedrooms are slowly being transformed. The dominant idea is to create a room completely cut off from busy everyday life. Designers create new types of furniture and new furnishing concepts. Those who prefer a more moveable way of life want to have single items of furniture and light containers that can be fitted into any flat or room. The beauty of a home will depend on how well the principles of design are applied. Each object and each element contributes to the whole but the

result must be a unit that has a charm and a personality of it's own.

The beauty of any room depends upon the interrelationship of all the components. The furnishings must look as though they belong to the room in the company of one another. The size of the room and the available wall space will determine the types of furniture and the amount of it can be used. Furniture should be in scale with the room. A small room will usually appear to best advantage if it has a small-scaled pieces and a minimum number of them; a large room can take more massive ones. Pictures or other accessories that are hung on the wall should accord with both the furniture and the wall area. A large room may have more than one dominant centre, but in a small room one or perhaps two centres will usually be sufficient. Often colour can be employed to bring areas into balance.

Colours, lines and textures in the furnishings will cause the eye to move in certain direction. Continuity of line helps the eye to travel smoothly. Repetition is an excellent means of providing a feeling of rhythm, but it must be employed with discretion. Too much may become dull and monotonous; some contrast is necessary for interest. Designers use shapes which are comprehensible to all. Variety and versatility are the key factors. Every year tables and chairs, sofas and armchairs appear in countless novel forms on the market in large mass productions or in the limited edition. They must comply with the taste of the average individual and obviously fulfil the practical function.

Every year new possibilities and ideas are discovered, even using traditional materials: recycled cardboard, aluminium, transparent net, wicker and cane, natural wood with new transparent plastic. The textile industry has developed marvellous new hi-tech fabrics that are also high- touch.

Active vocabulary of the lesson

a well designed house, exterior and interior features, furnishings, overall design, contemporary building, modular form, a wide variety of choices, styles and types available, to create any atmosphere, dominant idea, new furnishing concept, light container, available wall space, determine, to appear to best advantage, pictures or other accessories, dominant centre, to bring areas into balance, continuity of line, repetition, to fulfil the practical function, hi-tech and high- touch fabrics.

Lexical exercises

1. Make up expressions with the given new words.
Model: movable way of life, hi-tech materials etc.

2. Word-building

Verb	Noun	Adjective	Adverb
discover			
	repetition		
		marvellous	
			smoothly
apply			

3. Translate the text from Russian into English:

Меблировка и интерьер офиса

Интерьер офиса, его меблировка и оформление зависят от того, что вкладывает человек в термин – кабинет. Если хозяин работает за компьютером дома, то офис обставляется комфортной офисной мебелью: к компьютерному столу подбираются эргономичное кресло и шкафы для книг и бумаг.

Интерьер кабинета может быть стандартным или неповторимым. Стандартный имеет в своем составе письменный стол, рабочее кресло, диван, книжные шкафы.

Разнообразные стили, многообразие применяемых материалов позволяют создавать уникальные варианты. Двухтумбовые столы из массива натурального дерева на протяжении почти всех веков остаются самым стойким пристрастием хозяев домашних офисов. Сохраняя стиль прошлых эпох, производители классической мебели для офисов применяют новейшие технологии производства материалов. Оригинальное использование различных приемов декорирования подчёркивает эксклюзивность офисов. Традиционно применение кожи в оформлении интерьера офисов. Кресла и диваны из кожи – незаменимый объект обстановки в интерьере эксклюзивного офиса.

Весьма разнообразен также и дизайн книжных шкафов для офиса. Они могут быть отдельно стоящими и встроенными. Меблировка для кабинета также дополняется тумбой для видео и аудиотехники, стеллажами для CD/DVD-дисков и видеокассет.

4. Match the word and its definition:

1	container	**A**	permitting light to pass, so that what is on one side can be seen from the other side
2	transparent	**B**	the stem of certain kinds of plants, such as bamboo and sugar cane
3	recycle	**C**	a slender pliant twig
4	cane	**D**	smth used for holding things, such as a box, bottle etc.
5	wicker	**E**	to treat a used substance so that further is possible

5. Learn the phrases by heart:

That's the beauty of it. – В этом – то и вся прелесть.
You are the beauty! – Хорош ты, нечего сказать!
Beauty is in the eye of the gazer/ beholder. - Не по хорошему мил, а по милу хорош.
Beauty is but skin deep – Наружность обманчива.
Beauty is a joy forever, its loneliness increases: it will never pass into nothingness – Красота всегда будет прекрасна, её неповторимость возрастает: она никогда не уйдёт в небытие.

Grammar exercises

1. Identify the following verb forms:
integrates, includes, see, have, is faced, make, to create, desires, are being transformed, cit off, prefer, want, can be fitted, will depend on, are applied, contributes, has, must look, belong to, will determine, can be used, should be, will appear, can take, are hung, will be, can be employed, will cause, helps, must be employed, become, appear, must comply, are discovered, has developed.

2. Make up the tag-questions:
1. Designers create new types of furniture and new furnishing concepts, …?
2. The beauty of a home will depend on how well the principles of design are applied …?
3. The beauty of any room depends upon the interrelationship of all the components …?
4. Often colour can be employed to bring areas into balance …?
5. Nowadays there is a great desire for relaxation and calm …?
6. The dominant idea is to create a room completely cut off from busy everyday life …?
7. The textile industry has developed marvellous new hi-tech fabrics that are also high- touch …?

8. Each object and each element contributes to the whole …?

3. Give the forms of irregular verbs:
see, have, make, cut, be, take, hang, become.

4. Insert prepositions:
1. The geometry, the simplicity and the modular forms have a distinct relationship … contemporary design in furniture.
2. The consumer today is faced … a wide variety of choices in the area of furnishings.
3. Nowadays there is a great desire … relaxation and calm.
4. The dominant idea is to create a room completely cut … from busy everyday life.
5. Those who prefer a more moveable way of life want to have single items of furniture and light containers that can be fitted … any flat or room.
6. Each object and each element contributes … the whole.
7. The beauty of any room depends … the interrelationship of all the components.
8. The furnishings must look as though they belong … the room in the company of one another.
9. Pictures or other accessories that are hung on the wall should accord … both the furniture and the wall area.
10. They must comply … the taste of the average individual and obviously fulfil the practical function.

5. Write the plural form of the words:
Geometry, simplicity, variety, beauty, personality, company, continuity, versatility, key, possibility, industry.

Reading comprehension

1. Read the text once again and give the main idea.
The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:
1. What does a well designed house integrate?
2. Why are bedrooms slowly being transformed?
3. What do people who prefer a more movable way of life want to have?
4. What does the beauty of any room depend upon?
5. What will determine the type of furniture and its amount in the room?
6. How many dominant centres can a large room have?
7. What is an excellent means of providing a feeling of rhythm?
8. What shapes do designers try to use?
9. What are the key factors in interior design?
10. What materials do designers use?

3. Work in small groups and discuss the following topics:
1. New types of furniture and new furnishing concepts.
2. Speak about containers that can be fitted into contemporary bedrooms.

4. Write an essay about the problem discussed in the article.

Internet resources for independent work:
http://opfr34.ru/data/html_en/0118.html
http://www.tarahost.net/pages/home-improvement/6142.php
http://www.tarahost.net/pages/home-improvement/47349.php

LESSON 8

Contemporary style of decoration

You might like a contemporary style of decorating if you like to keep current with styles, enjoy things that are modern, of today, right now. While it's been thought that modern interiors are cold and minimalistic, today's contemporary interiors are comfortable and welcoming without being cluttered and dark. It's a style that is equally appropriate for offices and stores, lofts and homes. A contemporary style home can be a quiet and comfortable retreat. To achieve the look of a contemporary home, it's important to stick to some basic rules. Fundamentally, simplicity, subtle sophistication, texture and clean lines help to define contemporary style decorating. Interiors showcase space rather than things. By focusing on colour, space, and shape, contemporary interiors are sleek and fresh.

Colour

Neutrals, black, and white are the main colours in contemporary style interiors. The palette is often punched up and accented with bright and bold colour. With walls painted in a basic neutral, you have a wonderful backdrop for bold coloured accessories. If the walls and windows are painted in pastels, the trims should be neutral. If a wall is a bright, bold colour, neutrals should be used everywhere else.

Line and space

The most obvious and distinctive element of a contemporary style interior design is line. It's found in architectural details, use of bold colour blocks, high ceilings, bare windows, and geometric shapes in wall art and sculpture. The bare space, on walls, between pieces of furniture, and above in upper areas, becomes as important as the areas filled with objects. In contemporary interiors, less is more. Each piece stands out as individual and unique. Take advantage of structural elements. Air ducts may hang from a ceiling, broken bricks provide texture and stability, and exposed plumbing pipes are perfectly acceptable in a contemporary style interior. To draw the eye, paint

these structural details in bold contrasting colours, or to diminish their importance, blend them with the walls.

Contemporary Style Furniture

Smooth, clean, geometric shapes are essential for contemporary style furniture pieces. Upholstered furniture often wears black, white, or other neutral tones in textured natural fibres. Cover it in a neutral, black, or bold fabric. Fabrics often have a natural look found in wool, cotton, linen, silk, jute, and add textural appeal. Furniture pieces should be simple and uncluttered, without curves or decoration. Sofas, chairs, and ottomans have exposed legs. Beds and chairs usually have no skirt, trim, fringe, or tassels.

Keep in Mind

- Use furniture and accessories to make a bold statement in contemporary style interior. Use a basic background and shout out with your favourite colour on a piece that will stand out.
- Less is more! In a contemporary style interior, don't use ruffles, excessive carved details, fringe, or floral prints. Abolish cute and small. Go basic, bare, bold, and structural.
- Floors in a contemporary style home should be bare and smooth in wood, tile, or vinyl. If you must use carpet for sound control or warmth, choose commercial grades. Add colour and texture with plain or geometric-patterned area rugs.

Active vocabulary of the lesson

Verbs: achieve, stick to, define, showcase, punch up, provide, hang, stand out, expose, draw, diminish, lend, wear, cover, add, abolish.

Nouns: stores, lofts, retreat, simplicity, sophistication, texture, neutrals, palette, backdrop, trim, advantage, ducts, ceiling, fibres, wool, cotton, linen, silk, jute, curve, ottoman, ruffle, fringe, tile, vinyl, carpet, rug.

Adjectives:

contemporary, current, modern, minimalistic, welcoming, cluttered, appropriate, sleek, bold, obvious, distinctive, bare, upper, unique, plumbing, smooth, essential, upholstered, cute, plain.
Adverbs: equally, fundamentally.

Lexical exercises

1. Make up expressions with the given new words.
Model: contemporary style, upholstered furniture etc.

2. Word-building

verb	noun	adjective	adverb
expose			
	simplicity		
		unique	
			equally
define			

3. Match the word and its definition:

1	palette	**A**	a sofa without arms or back; a cushioned footstool or a low seat
2	ottoman	**B**	heavy, woven material for covering floors, made of woollen, cotton, or synthetic fibres
3	jute	**C**	a thin board with a hole for the thumb at one end, used by an artist for mixing his paints
4	carpet	**D**	having refined tastes
5	sophisticated	**E**	a strong fibre used for making coarse sacks, burlap, rope

4. Give the right pairs of *synonyms*:

contemporary, enjoy, comfortable, cluttered, quiet, appropriate, important, focus on, main, wonderful, to draw, modern, like, welcoming, messy, peaceful, suitable, essential, concentrate on, major, marvellous, to attract.

Grammar exercises

1. Identify the following verb forms:
enjoy, has been thought, can be, help, is punched up, is accented, is used, are painted, should be used, is found, becomes, stands out, may hang, have exposed, add.

2. Make the following sentences negative:
1. Upholstered furniture often wears black, white, or other neutral tones in textured natural fibres.
2. The palette is often punched up and accented with bright and bold colour.
3. A contemporary style home can be a quiet and comfortable retreat.
4. Pillows add a shot of colour and texture in clean geometric shapes.
5. Today's contemporary interiors are comfortable and welcoming without being cluttered and dark.
6. Fundamentally, simplicity, subtle sophistication, texture and clean lines help to define contemporary style decorating.
7. By focusing on colour, space, and shape, contemporary interiors are sleek and fresh.

3. Insert necessary prepositions:
1. You might like a contemporary style of decorating if you like to keep current … styles.
2. Today's contemporary interiors are comfortable and welcoming … being cluttered and dark.

3. The bare space becomes as important as the areas filled … objects.
4. Each piece stands … as individual and unique.
5. Take advantage … structural elements.
6. Use a basic background and shout … with your favourite colour on a piece that will stand out.

4. Give the forms of irregular verbs:
keep, think, stick, find, become, stand, hang, break, draw, wear, have, make, go.

5. Do a grammar test on Conditional sentences:
1. If you like to keep current with styles, you should … .
2. If you want to achieve the look of a contemporary home, you should … .
3. If you desire to paint the walls in pastels, you should … .
4. If a wall is a bright, bold colour, neutrals should … .
5. If you want to make a bold statement in contemporary style interior you should… .

Reading comprehension

1. Read the text once again and give the main idea.
The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:
1. Do you think that modern interiors are cold and minimalistic?
2. How can you characterize today's contemporary interiors?
3. What is necessary to achieve the look of a contemporary home?
4. What are the main colours in contemporary style interiors?
5. What is black colour used for?

6. What is the most obvious and distinctive element of a contemporary style interior?
7. What shapes are essential for contemporary style furniture pieces?

3. Work in pairs and discuss the following topics:
1. Colour in interior design**.**
2. Contemporary style furniture.

4. Write a letter to your friend about the problem discussed in the text.

Internet resources for independent work:
http://opfr34.ru/data/html_en/0018.html
http://opfr34.ru/data/html_en/0108.html
http://interiordesignprofits.com/easy-apartment-decorating-tips

Lesson 9

Decorating in tropical style

Tropical chic is one of the most popular looks today. It includes comfort, warmth, and a touch of the exotic, using jungle themes, restful colours, and natural textural elements. It's a style that has fresh appeal with touches of traditional. This is *not* the multi-coloured jungle look you might choose for a child's room. Instead, it might be defined as "lush minimalism" since it mixes lots of texture and intricate pattern with simple details and a few large accessories. Common motifs include stylized palm trees, large leafed banana plants, monkeys, animal prints, rattan, leather, and grass cloth. This look is most often used in living rooms and family rooms, but can be

adapted for master suites and bathrooms as well. Here are some of the underlying elements and themes of a tropical look room.

- Comfortable upholstered furniture is a must in a tropical room.
- Long horizontal lines underscore a casual look and add to a restful mood, while taller elements such as plants, screens, or artwork add a grand scale.
- Neutral tones including ivory, beige, camel, tan, deep brown, soft gold, and pale yellows are the foundation of a tropical themed room. Greens are also a major element in shades that range from light sage to avocado and from yellow-greens to a green that is nearly black. Accents might be in dark brown, black, or even muted reds.
- Furniture in a tropical room is often large in scale and selected for comfort and utility. Accent pieces in wicker, bamboo, iron, and rattan will also fit well with the look.
- Fabrics should be soft and lush. Neutral solid chenilles are perfect for the major upholstered pieces. Pillows, ottomans, and chairs might be done in jungle prints and leaf designs.
- Wood furniture pieces and wood flooring fit well into this look. Light woods can be used but add more weight to the room by mixing in some dark tables, lamps, or furniture feet.
- The main motifs used would be the tropical jungle look and animal designs (monkeys, elephants, etc.) used in fabrics, accent items, and accessories.
- Animal designs figure prominently in a tropical room. Consider using both animal hide designs such as leopard spots and zebra stripes as well as animal images such as monkeys, lions, and elephants.
- Large plants, especially palm trees, are a perfect addition to a tropical themed room. Add them in corners and uplight from underneath using inexpensive can lights.
- Because island prints, leaves, and animal prints are a feast for the eye, avoid overdoing the room's accessories. A few

large plants, lamps, books, and some carefully selected large-scale accessories will usually be enough. Avoid lots of tiny little things and keep it simple and spare.

- Window coverings should exhibit a natural quality. Bamboo or matchstick blinds, breezy linen panels, or plantation shutters are all choices that will fit into this look.
- Grass cloth, baskets, rattan, and wicker in natural tones add another layer of texture to the room. Consider these materials for wall coverings, cornice boards, folding screens, ottomans, and more.
- Flooring might be hardwood, though tile or stone is another possibility. Accent the hard floor with area rugs of natural sisal.
- Artwork will look best if it sticks to the colour palette of the room - pale golds, ivory, browns, and greens. Hang prints with stylized leaf designs, exotic looking palm trees, and jungle animals.
- Light fixtures can add some whimsy with decorations in monkey, leaf, or jungle accents. Dark lamp shades will add more weight to the room.
- Tableware looks might include natural coloured stoneware, textured placemats, loosely woven fabric napkins, and sturdy glassware. Accessorize with wooden bowls, baskets, and bamboo.

Active vocabulary of the lesson

Verbs: include, choose, define, mix, adapt, underline, add, underscore, range from, select, fit, consider, overdo, avoid, keep, stick.

Nouns: warmth, touch, jungle, theme, appeal, client, texture, pattern, accessories, rattan, leather, suite, scale, screen, artwork, foundation, shade, utility, wicker, iron, fabric, ottoman, item, cornice, hardwood, sisal, whimsy, tableware, stoneware, place mats.

Adjectives: exotic, restful, natural, textural, fresh, traditional, multi-coloured, lush, intricate, stylized, upholstered, casual, restful, ivory, beige, muted, soft, lush, solid, folding.
Adverbs: prominently, especially, carefully.

Lexical exercises

1. Make up expressions with the given new words.
Model: avoid accessories, folding screen, etc.

2. Word-building

verb	noun	adjective	adverb
consider			
	appeal		
		stylized	
			carefully
	warmth		

3. Match the word and its definition:

1	jungle	**A**	the long tough flexible stem of various tropical palm trees, used in making wickerwork
2	rattan	**B**	a movable wooden or metal cover that can be closed in front of a window to keep out light
3	texture	**C**	a window covering made of long , thin, flat strips of metal, plastic, or wood fastened with heavy string in such a way that the strips can be raised and lowered
4	shutter	**D**	an area of tropical land, covered with trees, bushes too thick to walk through easily
5	blind	**E**	the structure, composition, or appearance of smth

4. Give the right pairs of *antonyms*: include, comfort, fresh, horizontal, spoilt, diagonal, neutral, discomfort, lush, light, exclude, dark, soft, perfect, hard , imperfect.

Grammar exercises

1. Identify the following verb forms:
includes, has, might choose, might be defined, mixes, include, is used, can be adapted, underscore, add, are, range from, might be, is selected, will fit, might be done, fit, can be used, avoid, should exhibit, can add.

2. Make the following sentences negative:
1. It includes comfort, warmth, and a touch of the exotic.
2. Common motifs include stylized palm trees, large leafed banana plants.
3. This look is most often used in living rooms and family rooms.
4. Comfortable upholstered furniture is a must in a tropical room.
5. Fabrics should be soft and lush.
6. Light fixtures can add some whimsy with decorations in monkey, leaf, or jungle accents.
7. Dark lamp shades will add more weight to the room.

3. Insert necessary prepositions:
1. It's a style that has fresh appeal … touches of traditional.
2. This look can be adapted … master suites and bathrooms as well.
3. Greens range … light sage to avocado and from yellow-greens to a green that is nearly black.
4. Furniture in a tropical room is often large … scale and selected for comfort and utility.

5. Artwork will look best if it sticks … the colour palette of the room - pale golds, ivory, browns, and greens.
6. Dark lamp shades will add more weight … the room.

4. Give the forms of irregular verbs:
have, chose, do, hang.

5. Do a grammar test on Degrees of comparison:
1. Tropical chic is one of the (popular) looks today.
2. Long horizontal lines underscore a casual look and add to a restful mood, while (tall) elements such as plants, screens, or artwork add a grand scale.
3. Fabrics should be (soft) in tropical room than in a classical one.
4. Long horizontal lines add a (restful) mood to the room.
5. The (common) motifs include stylized palm trees, large leafed banana plants, monkeys, animal prints, rattan, leather, and grass cloth.

Reading comprehension

1. Read the text once again and give the main idea.
The text is about …, the text covers the problems of …, the text discusses the issues of … etc.

2. Answer the questions:
1. Why is tropical chic one of the most popular looks today?
2. What is a must in a tropical room?
3. What do long horizontal lines underscore?
4. What kind of furniture is suitable for a tropical room?
5. What are the main motifs used in tropical style?
6. What can light fixtures add to the room?
7. What tones are the foundation of a tropical themed room?

3. Work in pairs and discuss the following topics:
1. Traditional versus tropical.
2. The role of accessories in a modern apartment.

4. Write a letter to your friend about the topic discussed in the text.

Internet resources for independent work:
http://opfr34.ru/data/html_en/0032.html
http://opfr34.ru/data/html_en/0027.html
http://www.laganaki.ru/en/decor.htm
http://interiordesignprofits.com/category/christmas-decorations

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6. URL:http://en.wikipedia.org/wiki/Designer
7. URL:http://en.wikipedia.org/wiki/Artist
8. URL:http://www.designcouncil.org.uk/about-design/Types-of-design/
9. URL:http://www.colorquiz.com/
10. URL:http://www.viewzone.com/luscher
11. URL:http://www.testcolor.com/
12. URL:http://www.womansmagazine.net/how-to-test-your-body-shape
13. URL:http://en.wikipedia.org/wiki/Female_body_shape
14. URL:http://www.megaessays.com/viewpaper/103425
15. URL:http://www.cvtips.com/career-choice/how-to-build-your-career
16. URL:http://careerplanning.about.com/od/careerchoicechan
17. URL:http://www.essortment.com/career
18. URL:http://www.wikihow.com/Become-Famous
19. http://interiordesignprofits.com/easy-apartment-decorating-tips
20. http://www.interiordesignstory.com

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