Приветствую вас, уважаемые студенты!

1. Продолжаем работу по английскому языку. На нашем последнем занятии в конце января вы получили задания. Многие из вас его выполнили, и кто-то уже прислал. Остальных прошу поторопиться. С 17.04 начинаю проверку заданий и выставление оценок в эл.жур. Помните, «2» - тоже оценка!
2. Я присылаю вам идеально отформатированные документы. Вы мне возвращаете нечто несуразное. Выполняйте задания по инструкции!!! За это задание – четыре оценки: переводы текстов, упражнения. Работа должна быть аккуратной и максимально читабельной.
3. **Исправленное** Задание №1 присылать только на эту почту [**citrin86@gmail.com**](mailto:citrin86@gmail.com)**!** Мой номер телефона **8 958 156 11 20**.
4. Хорошее выполнение Задание №2 зависит от вашего владения русским языком и знания основ профессиональных и общепрофессиональных дисциплин.
5. Перевод текста делайте после каждого абзаца. У меня тоже только электронный вариант, и я не могу бесконечно прокручивать листы при проверке. Если оставите компьютерный перевод без всякой правки – это сразу «3». DESIGN DEVELOPMENT – это «История развития дизайна» и никак иначе.
6. Ещё пришлю Задание № 3 и итоговый грамматический тест. Послушаю ваше чтение и поставлю зачёт.
7. Я не все работы просмотрела. Видела, что Апокина Катя и Масликова Аня оформили работу правильно. Только в 6 задании **Match these words and expressions with their meanings and try to memorize them:** лучше делать так:

|  |  |
| --- | --- |
| 1. the meaning of constructing or planning | c) смысл построения или планирования |

*Ваш преподаватель*

*Нина Витальевна*

**TASK II**

**Read and translate Text I. Find answers to the given questions.**

**DESIGN DEVELOPMENT IN RUSSIA**

* 1. **What was the main goal of the special commission?**

The first information about design appeared in 1918, when Russian government put a task of industrial innovation according to new trends in art. So a special commission containing the heads and chief engineers from plants vital for the economy of the country was organized. The main goal of the commission was working out modern artistic ideas in building and industry and their immediate application in the production process. They wanted any everyday life thing people buy looked pleasant and attractive by appearance. They tried to brighten up even the rest to make it more comfortable and convenient.

* 1. **What was the principle of design development after 1920?**

By a special order of Sovnarcom in 25.12.1920 there were founded several Higher Artistic Technical workshops (VHUTEMAS). Each of them had to be an institution training arts connected with industry. Many architects believed they should destroy the previous understanding of culture and only on its ruins they could build a new culture of society. At the end of the 30s design started penetrating the field of ordinary goods: some qualified artists were invited to participate in designing the first Soviet telephone, a radio-set and furniture; later the spreading of design touched shipbuilding and automobile-production.

* 1. **What events play important role in popularization of Russian design?**

Now in our multinational country with a great number of religions and traditions there are lots of masters and schools dealing with design; specialists say that sometimes it is easy to recognize not only the nationality or even a master himself by certain peculiarities of a master's product. Also important role in popularization of Russian design play specialized fairs and exhibitions. Design has different aims according to the sphere of industry it is applied in (for example, plates, cups, soup-sets are projected by specialists in ceramics).

**Read and Translate II. Fulfil “True-False” exercise.**

**PLANNING**

Planning is a systematic, organized method of approaching a problem. In the context of this text, planning means following the design process.

Design has three major components: creative, technical and aesthetic. The creative component is the expression of a person’s ideas and is unique to the individual. The technical part is the application of technology to the resolution of the design idea. The aesthetic quality of a design relates to how pleasing it is to look at. Good design expresses a person’s creativity with a balance of technical quality, as represented by the functionality of the product, and of aesthetic quality.

Functionality is a measure of how well the product meets the needs as expressed in the design problem. The mix of form, space, color, line, texture, and light and shadow determines aesthetic quality.

Aesthetic design follows basic principles: Unity, or a feeling of wholeness; variety, or contrast in texture, line, shade; emphasis, used to point out particular details; balance, or the appearance of equal weight for various components; repetition, or the use of a detail or element throughout; and rhythm, or the repetition of lines and curves to give a feeling of movement. These are used in various combinations to give a particular feeling to a design.

Two additional devices used to promote a particular design concept are the materials used for the product and the type and style of surface decoration.

|  |  |  |
| --- | --- | --- |
| **Statement** | **True/False** | **Prove it!** |
| Planning is an **impulsive**, organized method of approaching a problem. | **False** | Planning is a **systematic**, organized method of approaching a problem. |
| Design has three major components: natural, technical and aesthetic. |  |  |
| The creative quality of a design relates to how pleasing it is to look at. |  |  |
| Aesthetic quality is determined by the mix of form, space, color, line, texture, and light and shadow. |  |  |
| Aesthetic design follows your own imagination. |  |  |

**Read and Translate Text III. Give a heading to each** **paragraph.**

**EVOLUTION OF THE DESIGN PROCESS AND TECHNOLOGIES**

**A).**Among the earliest recorded references to design comes from Egypt. The earliest designers were architects from about 3000 BC. They were designers, not builders, and they mediated between patrons and builders.

**B).**They were allied with priests and higher education. Design was bound by precedent, and changed little over time, with knowledge passed down through families for as much as 25 generations. Design technologies included reed pens, rulers, squares, and triangles. Materials included leather, wood panels, limestone, and stuccoed tablets.

**C).**In ancient Greek, designers were still architects, but they doubled as builders and engineers. There was education at private school and apprenticeship. The technology was not significantly different than Egyptian.

**D).**Design (and architects) became increasingly important in Roman times. Education was longer in the liberal arts, and then with an established master. Design technologies included drafting and complex scale model construction.

**E).**During the early middle ages, the role of the designer or architect continued to be important, but the status of the job fell. Drawings were finely detailed using drafting instruments. Buildings and design tended to be elegant.

**F).**The tools and technologies of design remained fairly constant until the last twenty-five years. They improved in quality and quantity, but remained as mechanical drawing instruments, modelling and prototyping tools.

**G).**Illustration technologies such as airbrushing were developed, but the advent of the computer gave rise to automated design tools. These include mechanical drafting replacements such as CAD, illustration tools such as 3-D illustration programs with full color shading complete with shadows and reflections, and computational tools to generate material lists and cost analysis.

**H).**Designers in this century include architects, graphic designers, interior designers, industrial designers, packaging designers, automotive designers.

**I).**There have been a number of design movements, which had considerable impact on design in this century. The Bahaus was a design school founded in Germany in the 1930’s. A number of classic furniture designs were created by graduates from the Bahaus. The influence of these pieces is evident in much modern or contemporary furniture. American designers like Eames and Frank Lloyd Wright also had a great deal of influence on modern design.

**J).**The most overlooked, and perhaps the most influential, modern designers probably work in the fashion industry. They design everything from clothes to perfume, to the latest “look”.

**K).Application of Design Technologies**

Design is considered to be a process required for all technological development. It is, by definition, the process of creating a technological solution to a problem. Design technologies can be, and are, applied to almost everything we do. Most of the time we do it very informally, such as when we sketch a room plan and draw the furniture on it.

**NOTES**

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ally – 1. а) соединять, объединять; устанавливать связь с (чем-либо,   
кем-либо), б) вступать в союз, объединиться; породниться; 2. а) иметь тесную связь с (чем-либо), б) иметь общие черты с (чем-либо)

precedent – предшествующий, предыдущий

a reed pen – тростниковая ручка

limestone – известняк

a stuccoed tablet – кусок отделочного, штукатурного гипса

CAD (computer-aided design) – система автоматизированного проектирования