

CAREER
PATHS

Art & Design

Virginia Evans - Jenny Dooley - Henrietta P. Rogers

Book

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Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Describing Shapes	Memo	angle, circular, curved, diagonal, line, rectangular, shape, square, straight, triangular	Expressing doubt
2	Describing Light	Article	black, bright, contrast, dark, light, opaque, shade, sharp, translucent, value	Identifying an error
3	Describing Color	Textbook chapter	color wheel, complementary color, dull, hue, intensity, pigment, primary color, secondary color, shade, spectrum, vibrant	Making a suggestion
4	Describing Placement	Email	above, across from, below, between, close, far, higher, lower, near, next to, parallel	Asking for an opinion
5	Describing Style	Review	balance, cluttered, empty, flow, jagged, pattern, smooth, style, texture, uneven	Disagreeing with an opinion
6	Physical Materials 1	Webpage	colored pencil, eraser, ink, marker, paper cutter, pen, pencil, ruler, scissors, tape	Adding information
7	Physical Materials 2	Poster	acrylic, brush, clay, easel, glaze, kiln, oil based, smock, thinner, watercolor	Making an apology
8	Electronic Equipment 1	Advice column	aspect ratio, computer, desktop, display, keyboard, laptop, monitor, mouse, resolution, screen size	Making a comparison
9	Electronic Equipment 2	Webpage	digital camera, DPI, glossy, inkjet printer, laser printer, matte, printer, scanner, scanning area, USB	Reacting to good news
10	Basic Actions 1	Email	design, draw, drop, edit, enlarge, erase, raise, reduce, sketch, stretch	Talking about deadlines
11	Basic Actions 2	Memo	copy, create, darken, fill in, highlight, illustrate, print, reproduce, shade in, tint	Introducing a problem
12	Sketches and Drawings	Email	basic, charcoal, concept, detail, drawing, drawing board, graphite, outline, sketch, sketchpad	Asking about completion
13	Applied Arts	Program description	applied arts, ceramics, commercial, craft, decorative arts, function, industrial design, jewelry, textiles, utility	Identifying a main idea
14	Graphic Arts	Email	calligraphy, graphic arts, lithography, offset printing, printing ink, printmaking, relief printing, screenprinting, two-dimensional, woodcut	Providing reasons
15	Fine Arts	Poster	aesthetics, carve, fine arts, fire, medium, painting, piece, sculpture, statue, three-dimensional	Asking about location

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Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Art Movements	Brochure	Art Deco, Abstract Expressionism, Cubism, Impressionism, Modernism, Neoclassicism, Photorealism, Pop Art, Postmodernism, Romanticism, Surrealism	Describing expectations
2	Photography 1	Webpage	camera, develop, exposure, film, flash, focus, lens, negative, photographer, photography, shoot, shutter speed, tripod	Making a prediction
3	Photography 2	Blog	aperture, digital photography, digital zoom, DSLR, image sensor, ISO speed, LCD, optical zoom, point-and-shoot, reflex mirror, SD card, white balance	Describing appropriate users
4	Photo Editing 1	Advice column	CGM, file format, GIF, JPEG, photo editing, pixel, PNG, raster graphic, SVG, TIFF, vector graphic	Recommending an action not be taken
5	Photo Editing 2	Webpage	blur, clone, crop, recompose, red eye, resize, retouch, scaling, sharpen, stamp, straighten, thumbnail, trim	Making suggestions
6	Fonts 1	User's manual	bold, caps, font, format, italic, outline, point, shadow, strikethrough, subscript, superscript, underline	Asking for an opinion
7	Fonts 2	Textbook chapter	angle, character width, expanded, monospaced, ornamental, proportional, roman type, sans-serif, script, serif, weight	Confirming a prediction
8	Type and Lettering	Webpage	alphabet, lettering, letterpress, set, stationery, type design, type family, type foundry, type, typeface	Making an appointment
9	Web Design 1	Webpage	appearance, content, functionality, Internet, navigation, search engine, usability, visibility, web design, web development, webpage, website	Talking about goals
10	Web Design 2	Course description	coding, CSS, FTP, HTML, hyperlink, Javascript, markup language, programming language, QR code, web content management system, website wireframe, XHTML, XSL	Changing topics
11	Layout 1	Email	alignment, center, column, footer, header, justify, layout, overlap, row, sidebar, template	Describing limitations
12	Layout 2	Manual	grid, gutter, illustration, landscape, margin, mirrored, orientation, portrait, relative, spread, text	Assigning tasks
13	DTP 1	Advertisement	batch mode, clip art, comprehensive layout, desktop publishing, electronic page, electronic paper, graphic communication, page layout, print, publish, WYSIWYG	Discussing pros and cons
14	DTP 2	Email	A4, convert, find-and-replace, item style, kerning, leading, letter, master page, paper size, PDF, style sheet	Expressing sympathy
15	CAD	Advertisement	2D, 3D, architecture, CAD, diagram, drafting, engineering, exploded view, model, photorealistic rendering, software, technical drawing	Discussing familiarity

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Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Education 1	Letter	apprentice, diploma, foundation year, internship, liberal arts, multimedia, placement, portfolio, printing, theory, traditional, undergraduate	Describing experience
2	Education 2	Website	continuing education, design management, equivalency, full-time faculty, graduate, part-time faculty, prerequisite, seminar, specialty, technology, thesis, tuition, workshop	Expressing disappointment
3	Business Types	Job listings	commission, firm, freelancer, generalist, partnership, promotional, proprietor, referral, sole proprietorship, specialist, staffer, studio,	Asking for details
4	Motion Design	Webpage	abstract, animation, broadcast design, bumper, flying logo, kinetic, motion, narrative, optical house, reel, title, trailer	Asking for a recommendation
5	Editorial Design	Employee handbook	art director, deadline, editorial, frequency, graphics editor, journalism, junior designer, magazine, newspaper, periodical, publication	Giving a reminder
6	Corporate Design	Business letter	branding, business card, concise, corporate identity, corporate philosophy, corporation, customer, formula, grid, logo, standards manual, trademark	Disagreeing with an opinion
7	Music Industry Design	Review	album cover, booklet, box set, CD, collectible, emblematic, genre, jewel box, liner notes, LP, packaging, record label	Expressing a preference
8	Video Game Design	Webpage	3D modeling, animator, arcade, background artist, character artist, concept artist, console, mobile gaming, motion capture, polygon, texture artist, video game	Making a correction
9	Information Design	Email	chart, clarity, clutter, graph, information flow, information graphics, International style, map, pictorial sign symbol, statistic, utility, visual organization	Checking for understanding
10	Publishing Design	Article	binding, house style, illustrator, interior, jacket, mass market, professional, publishing, textbook, trade, typography	Describing pros and cons
11	Advertising Design	Job description	ad space, advertising, agency, billboard, brand, campaign, commercial, copywriter, creative director, flyer, niche, print ad	Making comparisons
12	Environmental Design	Letter to the editor	banner, coordinated, direct, environmental design, exhibition, functional, informative, kiosk, ordinance, public, sign, wayfinding	Describing consequences
13	Interior Design	Brochure	backdrop, commercial, construction, draft, fixture, furniture, interior decorator, interior designer, lighting, period, residential, structural	Describing order of events
14	Fashion Design	Résumé	accessory, collection, draping, fashion designer, garment, haute couture, mass-market, pattern, ready-to-wear, runway show, stylist, textile designer	Giving advice
15	Interactive Design	Article	animated, collateral, complement, digital media, interactive, interface, link, navigation system, revise, time-based media, virtual, wireless	Requesting more information

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Photography is harder than it looks.

Good **photographers** need practice. Here are some tips for dealing with common problems.

Problem: I'm trying to **shoot** a moving subject. The photographs are blurry and I can't see the details.

Solution: Your **exposure** is probably taking too long. Try a camera with a shorter **shutter speed**.

Problem: My subject isn't moving, but my photographs are blurry.

Solution: You might need to **focus** your **lens**. Make small adjustments until the image looks right. If that doesn't work, try using a **tripod**. It will help you keep the **camera** steady.

Problem: My night-time pictures are too dark.

Solution: To take a good night-time picture, you need light. Use a camera with a **flash**.

Problem: My local camera store closed down. Where can I turn my **negatives** into photographs?

Solution: Learn to **develop** your own **film**. This is more satisfying than taking it to a store, anyway.

Vocabulary

3 Write a word that is similar in meaning to the underlined part.

- The photographer needs to take a picture of the new city hall for the newspaper article. s _ _ _ t
- The material that stores images was damaged, so the photographs were ruined. _ _ _ m
- If the piece of curved glass is dirty, the pictures will not look right. _ e _ _
- The new device for taking pictures is much more advanced than the old one. _ a _ e _ a
- The artist studied the act of creating pictures with a camera. _ _ o t _ g _ _ _ h _
- The magazine hired a new person who takes pictures. p _ _ _ _ g _ a _ _ e _
- The proper process of allowing light into a camera helps a photographer achieve the desired effect. e _ _ o s _ _ _

Get ready!

1 Before you read the passage, talk about these questions.

- What are pictures stored on?
- What is necessary when taking a photograph in dark conditions?

Reading

2 Read the webpage. Then, mark the following statements as true (T) or false (F).

- The webpage offers multiple solutions for blurry pictures.
- The webpage advises that short shutter speeds cause dark pictures.
- The webpage recommends getting film developed at a store.



4 Read the sentence pairs. Choose which word or phrase best fits each blank.

1 focused / developed

- A The photographer _____ the camera before he took the photograph.
 B The photographer _____ the film into photographs.

2 shutter speed / negative

- A The _____ shows the image with the colors reversed.
 B Adjust the _____ so the picture won't be so blurry.

3 flash / tripod

- A To keep the camera steady, use a _____.
 B To add more light to the subject, use a _____.

5 Listen and read the webpage again. How can a photographer take a clear picture of a moving subject?

Listening

6 Listen to a conversation between a photographer and an assistant. Choose the correct answers.

- 1 What is the purpose of the conversation?
 A to identify an error while developing negatives
 B to choose an easier photography subject
 C to determine why a batch of photographs came out badly
 D to explain the need for a flash on the next project
- 2 What does the woman plan to do next on the next project?
 A shoot another type of subject
 B use the camera's flash
 C develop the negatives differently
 D use a faster shutter speed

7 Listen again and complete the conversation.

Photographer: Let me take a look. Yeah, they're 1 _____.

Assistant: What do you think happened? Did I 2 _____ incorrectly?

Photographer: No, I don't think it was your fault. I bet I just used a 3 _____.

Assistant: That could make the pictures blurry?

Photographer: Oh, definitely. Especially since my 4 _____.

Assistant: I see. Would it help to 5 _____ next time?

Photographer: Not in 6 _____. There was plenty of sunlight out there.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

They didn't come out ...
I bet I just ...
Would it help to ...?

Student A: You are a photographer. Talk to Student B about:

- a problem with a batch of photographs
- the cause of the problem
- what you will do differently next time

Student B: You are an assistant. Talk to Student A about a problem with a batch of photographs.

Writing

9 Use the conversation from Task 8 and the webpage to complete the project reshoot request.



Northwestern Images
Request to Reshoot Form

What was the problem with the original photographs?

How will you avoid this problem again?



Spotlight on Album Covers



Julianne Palau – Whisper Songs

Though this is a beautiful **CD**, its **packaging** does not represent it well. It comes in a standard **jewel box** with a small **booklet**. The packaging provides virtually no information about the artist or the album's production. The **album cover** is similarly bland. When I look at this CD, I can't even determine what **genre** the music is. Julianne Palau's **record label** needs to consider more **emblematic** designs for her next record. I would also like to see the lyrics printed in the **liner notes**.

Complete Box Set – The Smiling Words

This highly anticipated **box set** does not disappoint. Fans of this classic band will surely be pleased with the way the band's albums are presented. With this collection, the packaging is just as enjoyable as the music. All of the band's classic albums have been re-mastered and re-released with extended liner notes. The CDs are packaged in printed sleeves instead of jewel cases. The booklet includes previously unreleased photos of the band and interviews with producers. As an extra treat, fans can choose between CDs and **LPs**. This boxed set promises to be one of the most popular **collectibles** of the season.

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are CD's packaged in?
- 2 What usually comes included with a CD or LP?

Reading

2 Read the reviews. Then, choose the correct answers.

- 1 What is the main idea of the reviews?
 - A design problems with a boxed set
 - B the style of a particular music industry designer
 - C the quality of the packaging for two releases
 - D information about how to create an album cover
- 2 Which of the following is NOT included in the box set described?
 - A interviews with producers
 - B extended liner notes
 - C photos of the band
 - D jewel cases
- 3 How can the record label improve Julianne Palau's next release?
 - A by including lyrics in the liner notes
 - B by re-mastering the songs
 - C by using a jewel case
 - D by choosing a bland album cover

Vocabulary

3 Read the sentences and choose the correct words.

- 1 A(n) **record label/album cover** should be representative of the music on an album.
- 2 A(n) **jewel box/LP** protects a CD from getting scratched or broken.
- 3 Lyrics are often included in a CD's **genre/booklet**.

4 Read the sentence pairs. Choose which word or phrase best fits each blank.

1 CD / LP

- A A(n) _____ is intended to be played on a phonograph.
- B A(n) _____ is often packaged in a jewel box.

2 collectible / emblematic

- A A good album cover is _____ of the music it represents.
- B A box set can be a(n) _____.

3 genre / liner notes

- A The style or content of music tells its _____.
- B Information about a recording can be found in the _____.

4 packaging / record label

- A All of the items that protect a CD are collectively known as its _____.
- B A _____ oversees the recording of music albums.

5 Listen and read the reviews again. What are some features of the box set?

Listening

6 Listen to a conversation between a musician and a designer. Mark the following statements as true (T) or false (F).

- 1 ___ The man did not like the album cover sketches.
- 2 ___ The woman does not want to make the band's name bigger.
- 3 ___ The musician does not want a sketch on the back cover.

7 Listen again and complete the conversation.

Designer: Hey, have you had a chance to look 1 _____ I left you?

Musician: Oh yeah. They looked really good.

Designer: Good. Which one 2 _____ best?

Musician: Well, the first one was good, but I think it's a little too dark 3 _____.

Designer: Probably the third one would be better then.

Musician: Yeah. I liked the third one a lot. Can you make the band's name bigger, though?

Designer: I guess so. 4 _____ to do a little rearranging to fit it all in.

Musician: I think you can make it work.

Designer: I'll work on that and send you an 5 _____.

Musician: Okay. Can you do some layouts for the 6 _____ too?

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

They looked ... / If you don't mind ... / I'm looking forward to ...

Student A: You are a designer. Talk to Student B about:

- sketches you made for an album cover
- what changes need to be made to the sketches
- what other things need to be designed

Student B: You are a musician. Talk to Student A about designs for your album cover.

Writing

9 Use the reviews and the conversation from Task 8 to write a review of an album's packaging. Include: a description of the album cover, materials included in the liner notes, and the type of packaging.



Glossary

- recompose** [V-T-U5] To **recompose** an image is to rearrange certain parts of an image while leaving other parts unaffected.
- red eye** [N-UNCOUNT-U5] **Red eye** is a photographic effect in which the pupils of photographic subjects appear red.
- reflex mirror** [N-COUNT-U3] A **reflex mirror** is a reflective part inside a camera that allows a photographer to look through the viewfinder and see what will be photographed.
- relative** [ADJ-U12] If something is **relative** to something else, it refers to the comparison or relationship of something with the other thing.
- resize** [V-T-U5] To **resize** an image is to make it larger or smaller.
- retouch** [V-T-U5] To **retouch** an image is to improve its appearance by adding, removing, or changing features.
- Roman type** [N-UNCOUNT-U7] **Roman type** is the regular version of a font or typeface that is not bold, thin, or italic.
- Romanticism** [N-UNCOUNT-U1] **Romanticism** is an art movement featuring art that emphasizes emotional responses, such as fear and awe.
- row** [N-COUNT-U11] A **row** is a section of a page that extends from left to right.
- sans-serif** [ADJ-U7] If a font is **sans-serif**, its letters have plain tips, without additional small lines.
- scaling** [N-UNCOUNT-U5] **Scaling** is the process of making something larger or smaller without changing the relationships between the different parts or dimensions.
- script** [N-UNCOUNT-U7] **Script** is writing in which letters of the same word are connected to each other.
- SD card** [N-COUNT-U3] An **SD card** is an electronic memory device that stores digital information, such as photographs.
- search engine** [N-COUNT-U9] A **search engine** is a computer program that is used to locate information on the Internet.
- serif** [ADJ-U7] If a font is **serif**, it has small lines at the tips of its characters.
- set** [V-T-U8] To **set** something is to put something in a particular position.
- shadow** [N-COUNT-U6] A **shadow** is a dark shape that appears where an object blocks the light, or an image that produces a similar appearance.
- sharpen** [V-T-U5] To **sharpen** an image is to make lines, edges, and details appear clearer or more defined.
- shoot** [V-T-U2] To **shoot** something is to take a picture of something with a camera.
- shutter speed** [N-UNCOUNT-U2] **Shutter speed** is the length of time that light enters a camera while a photograph is taken, and affects the way that changes in light or movement appear in the photograph.
- sidebar** [N-COUNT-U11] A **sidebar** is a block of text or other material that is set apart from the main body of the page.
- software** [N-UNCOUNT-U15] **Software** is a program that performs a particular function or series of functions on a computer.
- spread** [N-COUNT-U12] A **spread** is a layout that covers two or more pages, usually across two pages that face each other in a bound publication.
- stamp** [V-T-U5] To **stamp** something is to impress a pattern or mark on something.
- stationery** [N-UNCOUNT-U8] **Stationery** is supplies, such as ink and paper, that are used to produce written material.
- straighten** [V-T-U5] To **straighten** an image is to adjust it so that its edges are aligned with the edges of the larger page.
- strikethrough** [N-COUNT-U6] A **strikethrough** is a continuous, horizontal line through the center of something.
- style sheet** [N-COUNT-U14] A **style sheet** is a set of formatting instructions for text that ensures design consistency. It often includes features like font, kerning, and text color.
- subscript** [N-UNCOUNT-U6] **Subscript** is a setting or style in which a letter, number, or symbol is printed below and to the side of another, and is usually smaller.
- superscript** [N-UNCOUNT-U6] **Superscript** is a setting or style in which a letter, number, or symbol is printed above and to the side of another, and is usually smaller.



**CAREER
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Art & Design

Career Paths: Art and Design is a new educational resource for art and design professionals who want to improve their English communication in a work environment. Incorporating career-specific vocabulary and contexts, each unit offers step-by-step instruction that immerses students in the four key language components: reading, listening, speaking, and writing. **Career Paths: Art and Design** addresses topics including fundamentals of drawing, photography, digital editing, web design, and career options.

The series is organized into three levels of difficulty and offers a minimum of 400 vocabulary terms and phrases. Every unit includes a test of reading comprehension, vocabulary, and listening skills, and leads students through written and oral production.

Included Features:

- A variety of realistic reading passages
- Career-specific dialogues
- 45 reading and listening comprehension checks
- Over 400 vocabulary terms and phrases
- Guided speaking and writing exercises
- Complete glossary of terms and phrases

The **Teacher's Guide** contains detailed lesson plans, a full answer key and audio scripts.

The **audio CDs** contain all recorded material.



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