ДОНСКОЙ ГОСУДАРСТВЕННЫЙ ТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ

УПРАВЛЕНИЕ ДИСТАНЦИОННОГО ОБУЧЕНИЯ И ПОВЫШЕНИЯ КВАЛИФИКАЦИИ

Кафедра «Иностранных языков»

Методические указания
по профессионально-ориентированному чтению текстов по дисциплине

«Английский язык»

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Ростов-на-Дону, 2016

Аннотация

Методические указания предназначены для бакалавров направления подготовки 54.03.01 «Дизайн».

Методические указания включают 3 раздела, состоящие из нескольких тем и разнообразных типов заданий, направленных на развитие навыков чтения профессионально-ориентированных текстов. Рассчитаны на аудиторную работу бакалавров, продолжающих изучать английский язык, рекомендуются для практических занятий в неязыковом вузе.

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Оглавление

UNIT 1
DESIGN: DEFINITION AND CHARACTERISTICS

Text 1. Defining design

New words and expressions to learn:

To implement – внедрять, реализовывать

Graphical user interface – графический интерфейс пользователя

Corporate identity – марка фирмы; фирменный стиль

Process design – разработка производственного или технологического процесса

Concept designer – разработчик концептуальных решений

Web designer – разработчик/дизайнер web-страниц

To require – обязывать; предусматривать

Interactive adjustment – согласованное регулирование

- **Discuss in pairs: what is the role of design in the modern world?**

Read and translate the text.

Design is the planning that lays the basis for the making of every object or system. In a broader way, it means applied arts and engineering. As a verb, "to design" refers to the process of originating and developing a plan for a product, structure, system, or component with intention. As a noun, "a design" is used for either the final (solution) plan (e.g. proposal, drawing, model, description) or the result of implementing that plan in the form of the final product of a design process. This classification aside, in its broadest sense no other

limitations exist and the final product can be anything from clothing to graphical user interfaces to skyscrapers.

Even virtual concepts such as corporate identity and cultural traditions such as celebration of certain holidays are sometimes designed. More recently, processes (in general) have also been treated as products of design, giving new meaning to the term process design. "Process design" (in contrast to "design process") refers to the planning of routine steps of a process aside from the expected result. Processes (in general) are treated as a product of design, not the method of design. The term originated with the industrial designing of chemical processes. With the increasing complexities of the information age, consultants and executives have found the term useful to describe the design of business processes as well as manufacturing processes.

The person designing is called a designer, which is also a term used for people who work professionally in one of the various design areas, usually also specifying which area is being dealt with (such as a fashion designer, concept designer or web designer). Designing often requires a designer to consider the aesthetic, functional, and many other aspects of an object or a process, which usually requires considerable research, thought, modeling, interactive adjustment, and re-design. With such a broad definition, there is no universal language or unifying institution for designers of all disciplines. This allows for many differing philosophies and approaches toward the subject. However, serious study of design demands increased focus on the design process.

1. Read the text again and answer the following questions.
1) What is design?
2) What does the verb "to design" refer to?
3) What is a noun "a design" used for?
4) What does "process design" refer to?
5) What does the term "designer" mean?
6) What does designing require?

2. Finish the following sentences. Use information from the text.
1) Design is a planning that lays …
2) As a verb, "to design" refers to …
3) As a noun, "a design" is used for …
4) "Process design" refers to …

3. Read the text again and find out if the following statements are true or false. Correct the false ones.

1) "Process design" refers to the planning of the steps of a process apart from the expected result.

2) The term "designer" is used only for the person who designs projects.

3) With such a narrow definition of "designer", there is universal language and unifying institution.

4) Virtual concepts and cultural traditions aren't designed.

5) Processes (in general) are treated as a method of design not the product of design.

4. Make up the plan of the text and retell it according to your plan.

Text 2. Design as a process

New words and expressions to learn:

To underpin – поддерживать; лечь в основу
To execute – осуществлять, реализовывать
To seek out – искать
The management of constraints –теория ограничений
To revise – пересматривать; изменять
Redesign – реконструкция, переделка, модернизация, переработка

• **Discuss in pairs: what is design as a process.**

Read and translate the text. Find out if your ideas are true.

Design as a process can take many forms depending on the object being designed and the individual or individuals participating. Design underpins every form of creation from objects such as chairs to the way we plan and execute our lives. For this reason it is useful to seek out some common structure that can be applied to any kind of design, whether this be for video games, consumer products or one's own personal life.

For such an important concept, the question "What is Design?" appears to yield answers with limited usefulness. Dino Dini, video game developer states that the design process can be defined as "The management of constraints". He identifies two kinds of constraint, negotiable and non-negotiable. The first step in the design process is the identification, classification and selection of constraints. The process of design then proceeds from here by manipulating design

variables so as to satisfy the non-negotiable constraints and optimizing those which are negotiable. It is possible for a set of non-negotiable constraints to be in conflict resulting in a design with no solution; in this case the non-negotiable constraints must be revised.

For example, take the design of a chair. A chair must support a certain weight to be useful, and this is a non-negotiable constraint. The cost of producing the chair might be another. The choice of materials and the aesthetic qualities of the chair might be negotiable. Dino Dini theorizes that poor designs occur as a result of mismanaged constraints.

There is also a concept of redesign. Something that is redesigned requires a different process than something that is designed for the first time. A redesign often includes an evaluation of the existent design and the findings of the redesign needs are often the ones that drive the redesign process.

1. Read the text again and answer the following questions.
1) What does design as a process depend on?
2) What does design underpin?
3) How does Dino Dini define the design process?
4) What is the first step in the design process?
5) What is the aim of the design process?
6) How do you understand a concept of redesign?

2. Choose the correct variant.
1) Dino Dini in his definition of design process identifies:
   a) three kinds of constraints – physical, mental and spiritual;
   b) three types characteristics – weight, volume, and concentration;
   c) two types of constraints – negotiable and non-negotiable;
   d) two types of characteristics – financial and industrial.
2) Design process according to one video game developer can be defined as:
   a) "The management of characteristics";
   b) "The management of cost production";
   c) "The invention planning";
   d) "The management of constraints".
3) An evaluation of the existent design is often included in which process:
   a) projection;
   b) financial planning;

c) bank loan application;
d) redesign.

4) According to Dino Dini, the first step in design process is:
a) finding an investor interested in the project;
b) finding clientelle for the future product;
c) classification, identification and selection of constraints;
d) identification, prioritizing and selection of characteristics.

3. Read the text again and find out if the following statements are true or false. Correct the false ones.

1) According to Dino Dini's theory, the second step of the design process is manipulating design variables so as to satisfy negotiable constrains and optimizing those which are non-negotiable.

2) Design with no solution can be a result of conflict within a set of nonnegotiable controls.

3) Design process depends on the object under design and/or individuals participating, and can take many forms.

4) The process of design doesn't proceed by manipulating design variables.

5) As an example we can take a table. The table must support only light things to be useful.

4. Complete the following sentences.

1) Design .... every form of creation from objects to the way we execute our lives:
a) bears;
b) supports;
c) develops;
d) encourages.

2) A redesign often .... an evaluation of the existent design:
a) results in;
b) contains;
c) remakes;
d) produces.

3) The process of design then .... from here by manipulating design variables:
a) computes;
b) intrigues;
c) continues;
d) entangles.

4) The question "What is Design" appears to .... answers with limited usefulness:

a) build;
b) imagine;
c) yell;
d) grant.

5. Make up the plan of the text and retell it according to your plan.

Text 3. Typical stages of design

New words and expressions to learn:

Irrelevant – несоответствующий; неприменимый
Research – исследование
Improvement – улучшение; усовершенствование
Feedback – взаимодействие; пожелания
Implementation – реализация; внедрение
Suggestion – рекомендация; предложение
Design brief – задание на проектирование, указание по проектированию
Parti – принимать решение
In situ – на месте

- **Discuss in pairs: what are the typical stages of design?**

Read and translate the text.
A design process may include a series of steps followed by designers. Depending on the product or service, some of these stages may be irrelevant, ignored in real-world situations in order to save time, reduce cost, or because they may be redundant in the situation. The typical stages of the design process include the following.
1. Pre-production design:
➢ design brief or parti – an early often the beginning statement of design goals;
➢ analysis – analysis of current design goals;
➢ research – investigating similar design solutions in the field or related topics;
➢ specification – specifying requirements of a design solution for a product (product design specification) or service;
➢ problem solving – conceptualizing and documenting design solutions;
➢ presentation – presenting design solutions.
2. Design during production:

> development – continuation and improvement of a designed solution;

> testing – in situ testing a designed solution.

3. Post-production design feedback for future designs:

> implementation – introducing the designed solution into the environment;

> evaluation and conclusion – summary of process and results, including constructive criticism and suggestions for future improvements.

4. Redesign – any or all stages in the design process repeated (with corrections made) at any time before, during, or after production.

These stages are not universally accepted but do relate typical design process activities. For each activity there are many best practices for completing them.

1. Read the text again and answer the following questions.

1) What does a design process include?

2) What do stages of the design process depend on?

3) Why can some of the stages of design process be considered irrelevant?

4) What are the typical stages of design process?

5) Are all the stages of the design process equally important? Prove your idea.

6) What is the most important stage of the design process for the final product? Prove your idea.

2. Match he terms with their explanations.

1) analysis;	a) make known the proposed resolution into surroundings;
2) testing;	b) studying similar design resolutions in the sphere of influence or analogous topics;
3) design brief or parti;	c) one or collection of steps in planning procedure remade with improvements at any point: earlier same time, or in the end of preparation;
4) problem solving	d) checking a projected explanation;
5) redesign;	e) starting list of planned objectives;
6) development;	f) introducing planned solutions;

7) implementation;	g) prolongation and betterment of a proposed draft;
8) specification;	h) an examination of current marks;
9) presentation;	i) apprehending and registering drafted resolutions;
10) research;	j) outline of series of actions and after-effects; containing practical and valuable critique and advice; for future betterment;
11) evaluation and conclusion	k) designate prerequisites of outlined explications for an object or assistance.

3. Find in the text the English equivalents for the following words and word combinations: для того чтобы, сэкономить время, сократить расходы, может быть лишним, решение проблемы, проверка, обдуманное решение, оценка, внедрение, проектные цели.

4. Make up the plan of the text and retell it according to your plan.

UNIT 2
ROLE OF A DESIGNER

Text 1. Designer: definition and types

New words and expressions to learn:

Ostentatiously – хвастливо, нарочито, на показ
Automotive designer – авто конструктор
To devise – разрабатывать
Un-regulated – нерегулируемый
"Signature" designer – дизайнер «с именем»
Stubble – щетина, небритая борода
Ergonomics – эргономика
To conceive – задумывать
Beneficial – выгодный
Pre-requisite – предпосылка
Apprenticed – отданный в ученики (подмастерья)
Blogging – модель интерактивной журналистики, способ общения и познания

- **Discuss in pairs: what is the role of a designer?**
- **What types of designers do you know?**

Read and translate the text. Find out if your ideas are true.

A designer is a person who designs something. Perhaps the broadest definition is that provided by psychologist Herbert Simon: "Everyone designs who devises courses of action aimed at changing existing situations into preferred ones". As well as amateur designers, there are many professional designer occupations. To become a professional designer usually requires study to degree level and certain work experience or training. Entry to some design professions is strictly controlled or limited by legal requirements, but use of the title "designer" is generally un-regulated.

Working as a designer usually implies being creative in a particular area of expertise. Designers are usually responsible for developing the concept and making drawings or models for something new that will be made by someone else. Their work takes into consideration not only how something will look, but also how it will be used and how it will be made. There can be great differences between the working styles and principles of designers in different professions.

In the 1980s the term "designer" began to be applied to

products such as furniture and clothing that had distinctive aesthetics or were the work of certain "signature" designers. So, for example, there were "designer chairs" and "designer jeans". Different types of designers include the following.

Architect or architectural designer is primarily involved in the design of buildings or urban landscapes. Architectural designers have good creative skills, imagination and artistic talent.

Design engineer is a general term that covers multiple engineering disciplines including electrical, mechanical and civil engineering, architectural engineers in the U.S. and building engineers in the U.K.

Automotive designer is involved in the development of the appearance, and to some extent the ergonomics, of motor vehicles or more specifically road vehicles. This most commonly refers to automobiles but also refers to motorcycles, trucks, buses, coaches, and vans.

Broadcast designer is a person who designs the graphics and media incorporated in television productions. A large portion of broadcast design is known as "branding" for television channels and programs. The job of the designer is to create a look and feel for a specific idea or subject. Often, television stations will wish to re-invent their style – this is where the broadcast designer's skills are called upon.

Costume designer is a person whose responsibility is to design costumes for a film or stage production. He or she is considered part of the "production team", alongside the director, scenic and lighting designers as well as the sound designer. The costume designer might also collaborate with a hair/wig master or a makeup designer.

Face designer (or make-up artist) is an artist who creates makeup and prosthetics for theatrical, television, film, fashion, magazines and other similar productions including all aspects of the modeling world. In some cases, the title of Make-up Artist can also encompass the responsibilities of hair styling.

Fashion designer conceives garment combinations of line, proportion, color, and texture. While sewing and pattern-making skills are beneficial, they are not a pre-requisite of successful fashion design. Most fashion designers are formally trained or apprenticed.

Textile designer is involved in the process of creating designs for knitted, woven or printed fabrics. Successful textile designers marry a creative vision of what a finished textile will look like with a deep understanding of the technical aspects of production and the properties of fiber, yarn, and dyes.

Graphic designer is a professional within the graphic design and graphic arts industry who assembles together images, typography or motion graphics to create a piece of design. A graphic designer creates the graphics primarily for published, printed or electronic media, such as brochures and advertising. They are also sometimes responsible for typesetting, illustration, user interfaces, and web design, or take a teaching position, although these specialties may be assigned to specialists in various graphic design occupations. Industrial designer is to create and execute design solutions towards problems of form, usability, user ergonomics, engineering, marketing, brand development and sales.

Interior designer applies creative and technical solutions 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. 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, theaters, 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.

Jewelry designer is defined as a person who renders, creates, and models original jewelry creations. By profession this person would be trained in the knowledge of metal-smithing and design. Historically jewelry designers originated as goldsmiths in Etruscan Civilization and became more dominant through ancient Greek and Roman cultures. Today's jewelry designers are often professionals with knowledge of gemology, metal-smithing and rendering in order to cater to large volumes of consumers as well as private clients. These designs can be initially created in a special jewelers model wax or even in metal (silver) in order to create a mold where an unlimited number of these same pieces can be cast in gold, silver or platinum.

Landscape designer/architect is a person involved in the planning, design and sometimes oversight of an exterior landscape or space. The role of the lighting designer within theatre is to work with the director, set designer, costume designer, and sometimes the sound designer and choreographer to create an overall "look" for the show in response to the text, while keeping in mind issues of visibility, safety and cost. Outside of the theatre the job of a lighting designer can be found working on rock and pop tours, corporate launches, art

installation and on massive celebration spectaculars, for example the Olympic Games opening and closing ceremonies.

Web designer creates presentations of content that is delivered to an end-user through the World Wide Web, by way of a Web browser or other Web-enabled software like Internet television clients, microblogging clients. They develop and style objects of the Internet's information environment to provide them with high-end consumer features and aesthetic qualities.

1. Read the text again and answer the following questions.
1) What is a designer? Give the broad definition.
2) What requires to become a professional designer?
3) What does working as a designer imply?
4) What are designers responsible for?
5) What does the work of designer take into consideration?
6) What are the types of designers? Enumerate them briefly.

2. Finish the following sentences. Use information from the text.
1) A designer is a person who …
2) Everyone designs who …
3) To become a professional designer requires …
4) Working as a designer implies …
5) Designers are responsible for …
6) The work of a designer takes into consideration …

3. Read the text again and find out if the following statements are true or false. Correct the false ones.
1) Costume designer is a person whose responsibility is to design costumes for a fashion show.
2) Textile designer is involved in the process of creating designs for knitted, woven or printed fabrics.
3) Landscape designer is a person involved in the planning and design of an interior landscape or space.
4) Broadcast designer is a person who designs the media in radio production.
5) Architect is person who is involved in the design of buildings or urban landscapes.

4. Match the words with their definitions:

1) Design engineer;	a) a screenwriter or a person who works out a video game or tabletop games;
2) Architect or architectural designer;	b) a person who is a connoisseur in electricity, mechanics, civil engineering, architecture and building;
3) Automotive designer;	c) a person who possesses the knowledge of gemology, metal-smithing and rendering for creating inimitable jewelry creations;
4) Broadcast designer;	d) a person who is involved in exploiting some exterior sights of a landscape or space;
5) Costume designer;	e) a person who develops and styles objects of the Internet's information environment to provide them with high-end consumer features and aesthetic qualities;
6) Face designer;	f) a person who is engaged in the building's design or urban landscapes;
7) Fashion designer;	g) a person who is concerned to create and execute design solutions towards problems of form, usability, user ergonomics, engineering, marketing, brand development and sales;
8) Textile designer;	h) a person who is responsible for typesetting, illustration, user interfaces, and web design and creates the graphics primarily for published, printed or electronic media;
9) Game designer;	i) a professional who is competent in many disciplines that are connected with a built interior environment;

10) Graphic designer;	j) a person who has an edge to create costumes for a film or stage production;
11) Industrial designer;	k) a person who is aware of fashion trends and creates his own viewpoint of style;
12) Interior designer;	l) a person who is to design a look and feel for a specific idea or subject that is incorporated in television productions;
13) Jewelry designer;	m) an artist who creates makeup and prosthetics for theatrical, television, film, fashion, magazines and other similar productions;
14) Landscape designer;	n) a person who is designing a concept of motor vehicles or more specifically road vehicles;
15) Web designer.	o) a specialist who is conscious of the technical aspects of production and the properties of fiber, yarn, and dyes thus creating designs for knitted, woven or printed fabrics.

5. Role-play.

1) You are a … designer (Use any type you like). Prove that your choice is more interesting than others. Use initial phrases: I think …; To my mind …; In my opinion …; As for me …; Needless to say that … .

2) Discuss in groups: what are advantages and disadvantages of different types of designers?

UNIT 3
ELEMENTS AND PRINCIPLES OF DESIGN

Text 1. Elements of design

New words and expressions to learn:

Countertop –рабочая поверхность, стойка, столешница
To embed – вставлять, врезать, запечатлеться
To enclose – окружать, огораживать, прилагать
Pebble – галька, голыш
To recede into – отступать, отдаляться, отойти; терять значение, интерес
Tile – черепица, кафель, изразец, плитка
Three-dimensional – трехмерный

- **Discuss in pairs: what are the main elements of design?**

Read and translate the text.

The elements of design are space, line, shape, form, texture, and color. Each of these elements plays an important role in the overall success of a design, whether it is created for a home's exterior, a specific room, or a piece of furniture.

Space is the area provided for a particular. It may have two dimensions (length and width), such as a floor, or it may have three dimensions (length, width, and height), such as a room or dwelling. Line is the mark made by a moving point, such as a pencil or brush. The edges of shapes and forms also create lines. It is the basic component of a shape drawn on paper. Lines and curves are the basic building blocks of two-dimensional shapes like a house's plan. Experiment in design is significant and based on adding or changing lines such as the lines of the floor plan of a house.

Colour is the most expressive element of art and is seen by the way light reflects off a surface. Colour is used to create illusion of depth, as red colours seem to come forward while blue seems to recede into the distance. Colour, and particularly contrasting is also used to draw the attention to a particular part of the image. On some cases of interior design, colour can be added to increase visual appeal such as the natural colours of wood of a china cabinet. Colour may add visual appeal to a home decor just as coloured flowers can add beauty to a field on a prairie. Shape is an area enclosed by lines or curves. It can be geometric or organic. Importantly, a shape automatically creates a around it. Shapes in house decor and interior

design can be used to add interest, style, theme to a design like a door. Shape in interior design depends on the function of the object like a kitchen cabinet door. Natural shapes forming patterns on wood or stone may help increase visual appeal in interior design.

Texture is the feeling and visual feel of the fabrics, colors, and room accessories. There are two types of texture: tactile, or visual texture, and texture which you can detect with your five senses. Texture like grass sheets on a wall, or white pebbles embedded in a concrete wall gives a three dimensional look to the wall and a few of shades of its colors. Texture is the roughness of the surface of a material. Surfaces with same or similar textures like fireplace marble tiles and drywall usually look more visually appealing. The quality of finishes of surfaces in home interior design and even on automobiles is important. A smooth and polished surface on a marble tile is also a texture, and smooth quality finishes can enhance the visual appeal of natural material finishes like marble tiles on a wall. Smooth mirror reflective finish on a marble bathroom countertop enhances its looks.

Form may be created by the forming of two or more shapes. It may be enhanced by tone, texture and colour. Form is considered three-dimensional showing height, width and depth. It can be illustrated or constructed.

1. Read the text again and answer the following questions.
1) What are the most important elements of design?
2) What is the role of elements of design?
3) What is the most expressive element of design?
4) What is the use of colour and shape in interior design?
5) What is the role of texture in design?

2. Find in the text the English equivalents for the following words and word combinations: всеобъемлющий успех дизайна; усиливать зрительную привлекательность; создать иллюзию глубины; свет отражается от поверхности; формировать образцы на дереве или камне; выглядеть визуально более привлекательным; гладкая отделка с зеркальным отражением.

3. Give the basic characteristics of the elements of design.

Text 2. Principles of design. Colour theory

New words and expressions to learn:

To govern – управлять

Decluttering – наведение порядка, упорядоченность, организация

To overlap – перекрывать, совмещать

To incorporate – объединять, соединять

Soothing – успокаивающий

Feasibility – возможность (целесообразность)

To scribble – строчить, царапать

Modification – изменение

Randomly – беспорядочно

Proximity – пространственная близость

- **Discuss in pairs: do you know any principles of design?**

Read and translate the text.

Design is the organized arrangement of one or more elements and principles (e.g. line color or texture) for a purpose. Awareness of the elements and principles in design is the first step in creating successful visual compositions.

These principles, which may overlap, are used in all visual design fields, including graphic design, industrial design, architecture and fine art. The principles of design are as varied as attitudes regarding modern design. They differ both between the schools of thought that influence design, and between individual practicing designers. The principles govern the relationships of the elements used and organize the composition as a whole. Successful design incorporates the use of the principles and elements to serve the designer's purpose and visual goals. There are no rules for their use. The designer's purpose and intent drives the decisions made to achieve appropriate scale and proportion, as well as the degree of harmony between the elements. Design principles are a technical and artificial method to attempt to produce home architectural and interior design beauty.

The principles of design consist of: unity, balance, harmony, contrast, repetition (rhythm, pattern), variety (alternation), emphasis (dominance, focal point or area in a room's decor), proportion (scale), functionality, attraction and design styling, artistic unity, genuineness in media and form, form and function, proximity, decluttering, organization and harmonization of accessories, lighting and light

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reflection.

Design methods.

1. Design by experimentation: experiment with different shapes, materials, sizes of shapes to optimize functionality and aesthetics of design; for example choosing a good size for a sconce.

2. Design by modification: modify an existing design to improve the aesthetics and functionality of a design; for example modify a colour of a couch to match the colour in a drapery.

3. Design by chance: for example scribble some lines and curves randomly with a pencil on a piece of paper then choose a shape outline seen in it that perhaps may be used as a wood table top.

4. Design by sketching: sketch a house or room design on paper or on computer; sketches and drawings can be easily modified.

5. Design in the mind: may be able to visualize visually pleasing designs of rooms and houses in the mind, entire design project (room decor) can be checked this way inexpensively; this may be the best way to refine a home design.

6. Design with "direct" method: direct is abbreviation for describe, investigate, record, evaluate, construct, and try; for example describe design requirements, investigate design requirements and feasibility, record design progress and plans, evaluate the design to see if design requirements were met, construct the design, and then try or test the home design.

Colour theory in interior design includes the colour wheel. The colour wheel are the colours of the rainbow arranged in a circular array. Colour theory also involves the idea of how colour affects human thought and emotions. Pastel colours are considered as soothing colours. Red on sports cars is considered a daring colour, or may be used to bring emphasis to a part in a design. Colours that have red such as orange, reddish-brown and yellow are assumed to be warm colours because we associate these with sunlight. Woody browns are considered as cozy colours. Colours than have blue are cool colours because we associate blue will cool water and ice. Ice cream packages with white, blue and silver colours may be associated with cool so that buyers may be inclined to buy ice cream on a hot summer day.

Colour harmony is a pleasing combination of colours and the amount of these colours in a design like a room decor. Colour harmony could also be a visually pleasing colour combination that enhances the style and character of a design like a home interior design. Colour harmony is also using a limited number of colours in a

colour palette usually seven or less initially to help preserve design unity. A visually pleasing colour combination may be chosen for the colour palette of a room for a particular age group and gender. Light neutral colours as dominant colours in a room seem more visually pleasing for people over age 35, because perhaps it resembles the colours in natural stone or wood.

1. Read the text again and answer the following questions.
1) What is design?
2) How to be successful in design?
3) How do the principles of design differ?
4) What are design principles?
5) What do the principles of design consist of?
6) What are design methods? Enumerate them briefly.
7) What is the colour wheel?
8) What does colour theory involve?
9) What is colour harmony?
10) What does colour harmony depend on? Express your opinion.

2. Finish the following sentences. Use information from the text.
1) Awareness of elements …
2) The principles of design are as …
3) Successful design incorporates …
4) The designer is purpose and intent drives …
5) The colour wheel are …
6) Colour theory involves …

3. Choose any topic and make a report.
a) Speak on the principles of design. Use information from the text.
b) Speak on the colour theory. Use information from the text.
c) Speak on the colour harmony. Use information from the text.

СПИСОК ЛИТЕРАТУРЫ

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