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«Иностранный язык в профессиональной сфере»

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Аннотация

Учебное пособие предназначено для студентов очной формы обучения направления 54.03.01 «Графический дизайн».

Цель пособия – познакомить студентов с базовой профессиональной терминологией, закрепить навыки чтения и перевода, развить навыки реферирования и аннотирования специальных текстов на английском языке. Текстовый материал пособия аутентичен и подобран в соответствии с темами и уровнем сложности.

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Оглавление

GRAPHIC DESIGN

UNIT 1 WHAT IS GRAPHIC DESIGN?

Text 1. Graphic Design -General Information

Vocabulary

page layout – разметка, компановка страницы
techniques – методы
advertising – рекламирование
signage – информационные указатели, вывески
credits – (финальные) титры
consumer – клиент, потребитель
arrangement – расположение, схема, композиция
mock-up – макет

Graphic design is the process of visual communication and problem-solving through the use of typography, photography and illustration. The field is considered a subset of visual communication and communication design, but sometimes the term "graphic design" is used synonymously. Graphic designers create and combine symbols, images and text to form visual representations of ideas and messages. They use typography, visual arts and page layout techniques to create visual compositions. Common uses of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging and signage.

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 business 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.

Ex.1. Give the Russian equivalents to the following English phrases.

problem-solving; visual representation; environmental design; the needs of the client; signs and signage systems; by hand; style of type; mock-up design; software packages.

Ex.2 Match the words 1-8 to their synonyms a-h

1. logo	a. answer, way out
2. technique	b. public
3.solution	c. emblem, label
4.brochure	d. format, arrangement
5. audience	e. design, plan
6. layout	f. method, way
7.client	g. booklet, leaflet
8. sketch	h. customer

Ex.3. Match the words with their definitions.

1.typography	a. decoration, figure, picture, sketch
2.photography	b. the techniques used in the production of animated cartoons, etc.
3.illustration	c. the drawings, photographs, etc., in the layout of a magazine or book, or in a television/ film production
4.animation	d. the art, practice or occupation of taking and printing photographs, making cine films, etc.
5.graphics	e. the art or process of composing type and printing from it
6.communication	f. the act of exchange of information, ideas, or feeling

Ex.4 Answer the questions to Text 1.

1.What kind of field is graphic design?

2.What techniques do graphic designers use to make visual compositions?

3.How do graphic designers help in the sphere of business and government?

4.Why is identifying the needs of clients important for designers?

5.In what way are graphic designers useful in printing and publishing firms?

Text 2 Occupations in Graphic Design

Vocabulary

encompass - заключать в себя, касаться
copywriting - составление текстов (рекламы)
TV commercial - рекламный ролик
production artist-художник (пост-продакшн)
identity- идентичность, особенности
unique - уникальный
stationary- неподвижный, закрепленный
packaging- упаковка
promotion- рекламирование
appropriate- соответствующий
fine art- изобразительное искусство
editing- редактирование
typeface- гарнитура, рисунок шрифта

A number of occupations are classified under the broad term of graphic designer. Graphic design career paths cover all ends of the creative spectrum.

1. Creative Director

A Creative Director's range of experience can be broad and encompass a number of disciplines; visual design; copywriting, art direction, and advertising . A Creative Directors job is to initiate the creative concept of a project and drive the direction of the project. Their role is to formulate creative concepts, whether it is an advertis-

ing campaign, brand identity, TV commercial, marketing campaign. A Creative Director was often referred to the 'Ideas Guy' and works with a team of 'creatives' - art director, graphic designer, copywriter, film director to produce the concept and final production.

2. Art Director

Art directors   make sure that illustrators and production artists produce and complete their work on time and to the creative director or client's satisfaction. Art directors also play a major role in the development of a project by making decisions on the visual elements of the project, and by giving the final say on the selection of models, art, props, colors, and other elements. Art directors need advanced training in graphic design as they often do artwork and designing themselves.

3.Brand identity Developer

Brand identity   design is concerned with the visual aspects of a company or organization's brand or identity. A brand identity design is the visual element that represents how a company wants to be seen; it is the company's visual identity, and is how a company illustrates its 'image.' A company's brand identity can be represented in terms of design through a unique   logo , or   signage , and is then often integrated throughout all the elements of a company's materials such as business cards, stationery, packaging, media advertising, promotions, and more. Brand identity may include logo design.

4. Logo Designer

The job of a   logo designer   is to provide a new and innovative way to express the key points of a company through an image. Logo designers take the information given to them by the client and work, using their own creativity along with marketing strategy to find an appropriate image that their client can use to represent what they are trying to encourage, sell, or what they are. It is not likely that a company will specialize in logo design or have a position for a designated logo designer. Art directors and graphic designers usually perform logo designs.

5. Illustrator

Illustrators   conceptualize and create   illustrations   that represent an idea or a story through two-dimensional or three-dimensional images. Illustrators may do drawings for printed materials such as books, magazines, and other publications, or for commercial products such as textiles, packaging, wrapping paper, greeting cards, calendars, stationery, and more.

Illustrators use many different media, from pencil and paint to digital formatting, to prepare and create their illustrations. An illustra-

tor consults with clients in order to determine what illustrations will best meet the story they are trying to tell, or what message they are trying to communicate.

Illustrating may be a secondary skill requirement of graphic design or a specialty skill of a freelance artist, usually known for a unique style of illustrating. Illustration may be published separately as in fine art . However, illustrations are usually inserted into page layouts for communication design in the context of graphic design professions.

6.Visual Image Developer

Similar to illustration are other methods of developing images such as photography , 3D modeling , and image editing . Creative professionals in these positions are not usually called illustrators, but are utilized the same way. Photographers are likely to freelance. 3D modelers are likely to be employed for long-term projects. Image editing is usually a secondary skill to either of the above, but may also be a specialty to aid web development, software development, or multimedia development in a job title known as multimedia specialist. Although these skills may require technical knowledge, graphic design skills may be applied as well.

7. Multimedia Developer

Multimedia developers may come from a graphic design or illustration background and apply those talents to motion, sound, or interactivity. Motion designers are graphic designers for motion. Animators are illustrators for motion. Videographers are photographers for motion. Multimedia developers may also image edit, sound edit , program, or compose multimedia just as multimedia specialists.

8. Visual Journalist

Visual Journalists , also known as Infographic Artists create information graphics or Infographics; visual representations of information, data or knowledge. These graphics are used anywhere where information needs to be explained quickly or simply, such as in signs, maps, journalism, technical writing, and education. They are also used extensively as tools by computer scientists, mathematicians, and statisticians to ease the process of developing and communicating conceptual information. They are applied in all aspects of scientific visualization.

9.Layout artist

A layout artist deals with the structure and layout of images and text in a pleasing format. This can include magazine work, brochures, flyers, books , CD booklets, posters , and similar

formats. For magazines and similar productions, color , typeface , text formatting, graphic layout and more must be considered. Is the chosen typeface good for long term reading, or will the eyes get tired? Does that title typeface fit the feel of the rest of the article? Are the photos arranged in such a way that is pleasing to the eye, and directs the reader in the right flow or direction? These are just some of the questions that layout artists must ask themselves. Page layouts are usually done by art directors, graphic designers, production artists or a combination of those positions.

10. Interface Designer

Interface designers are graphical user interface (GUI) layout artists. They are employed by multimedia, software, and web development companies. Because graphical control elements are interactive, interface design often overlaps interaction design . Because interfaces are not usually composed as single computer files , interface design may require technical understanding, including graphical integration with code. Because interfaces may require hundreds of assets, knowledge of how to automate graphic production may be required. An interface designer may hold the job title of web designer in a web development company.

11. Web Designer

A web designer 's work could be viewed by thousands of people every day. Web designers create the pages, layout, and graphics for web pages, and play a key role in the development of a website. They have the task of creating the look and feel of a website by choosing the style, and by designing attractive graphics, images, and other visual elements, and adapting them for the website's pages. Web designers also design and develop the navigation tools of a site. They may make decisions regarding what content is included on a web page, where things are placed, and how the aesthetic and continuity is maintained from one screen to the next. All of this involves skill and training in computer graphics, graphic design, and in the latest in computer and web technology. Depending on the scope of the project, web design may involve collaboration between software engineers and graphic designers.

12. Package Designer

A package designer or packaging technician may utilize technical skills aside from graphic design. Knowledge of cuts, crease, folding, nature and behavior of the packaging material such as paper, corrugated sheet, synthetic or other type of materials may also be required. A customer may see the top/outside of a package at first, but may also be drawn to other package design features. A packaging

design may require   Three-dimensional space   layout skills in addition to visual communication to consider how well a design works at multiple angles.   CAD   software applications specifically for packaging design may be utilized.

Ex.1 Give the Russian equivalents to the following English phrases.

a number of disciplines; drive the derection; the final say; brand identity; an appropriate image; meet the story; a secondary skill requirement; a long-term project; scientific visualization; technical understanding; navigation tools; the scope of the project; utilize skills; package design features.

Ex.2 Find the pairs of synonyms from the two columns:

1	encompass	a	stimulate
2	complete	b	use
3	represent	c	finish
4	encourage	d	do
5	perform	e	need
6	determine	f	include
7	require	g	constitute
8	apply	h	identify

Ex.3 Match the job title with its functions/ responsibilities.

1. Logo Designer	a. developing images and drawings for printing houses and other various commercial products
2. Art Director	b. working with information graphics, data or knowledge, collaborating with computer scientists; mathematicians, etc.
3. Illustrator	c. expressing the client's ideas by developing the company's image
4. Interface Designer	e. applying technical skills for packets, parcels, etc; having 3-D layout skills
5. Visual Journalist	f. working in a multimedia, or web development companies

6. Package Designer	g. controlling the work of production artists and illustrators; approving the choice of art, color, etc.

Ex.4 Answer the questions to the text .

      1. What disciplines does a Creative Director need in their work?
      2. Who does he/she collaborate with?
      3. What kind of training do Art Directors need?
      4. How can a company's brand identity be represented?
      5. Who provides information to Logo Designers?
      6. What kind of media/ tools do Illustarators use?
      7. What methods do Visual Image Developers apply?
      8. Who are Multimedia Developers? What do they use in their work?
      9. What does the job of a Visual Journalist include?
      10. What kind of materials do Layout Artists develop?

Ex.5 Make the review of the text in writing using the following phrases.

      The text is about/ provides information on...
      The main objective/ purpose/ aim of the text is...
      The text discusses/ deals with/ emphasizes...
      A detaled description is given to...
      Finally,...
      In conclusion,...

UNIT 2 GRAPHIC ART

Text 1 What is Graphic Art?

Vocabulary

engraving - гравировка, граверное искусство
aquatint- акватинта, оттиск
drypoint- гравюра, исполненная сухой иглой
etching- травление, протравленное изображение
bindery- переплетная деятельность
scribe- переписчик, писарь
typeface- гарнитура, рисунок шрифта
font- шрифт
legibility- читаемость, различимость
tool- инструмент, программное средство
cropmarks- ограничительные метки, метки обреза
masking- маскирование, наложение маски
under auspices of- под руководством

A category of fine art, graphic art covers a broad range of visual artistic expression, typically two-dimensional, i.e. produced on a flat surface. The term usually refers to the arts that rely more on line or tone than on colour, especially drawing and the various forms of engraving;it is sometimes understood to refer specifically to printmaking processes,such as line engraving, aquatint, drypoint, etching, mezzotint, monotype, lithography, and screen printing (silk-screen, serigraphy). Graphic art further in-

cludes calligraphy, photography, painting, typography, computer graphics, and bindery. It also encompasses drawn plans and layouts for interior and architectural designs.

Brief History

Throughout history, technological inventions have shaped the development of graphic art. In 2500 BC, the Egyptians used graphic symbols to communicate their thoughts in a written form known as hieroglyphics . The Egyptians wrote and illustrated narratives on rolls of papyrus to share the stories and art with others.

During the Middle Ages, scribes manually copied each individual page of manuscripts to maintain their sacred teachings. The scribes would leave marked sections of the page available for artists to insert drawings and decorations . Using art alongside the carefully lettered text enhanced the religious reading experience.

Johannes Gutenberg invented an improved movable type mechanical device known as the   printing press   in 1450, the first outside of Asia. His printing press facilitated the mass-production of text and graphic art and eventually, replaced manual transcriptions altogether.

Again during the Renaissance years, graphic art in the form of printing played a major role in the spread of classical learning in Europe. Within these manuscripts, book designers focused heavily on typeface . Due to the development of larger fonts during the Industrial Revolution ,   posters   became a popular form of graphic art used to communicate the latest information as well as to advertise the latest products and services.

The invention and popularity of film   and   television changed graphic art through the additional aspect of motion as advertising agencies attempted to use kinetics to their advantage.

The next major change in graphic arts came when the personal   computer   was invented in the twentieth century. Powerful computer software enables artists to manipulate images in a much faster and simpler way than the skills of board artists prior to the 1990s. With quick calculations, computers easily recolor, scale, rotate, and rearrange images if the programs are known.

The scientific investigations into legibility has influenced such things as the design of street signs. New York City is in the process of changing out all of its street signs bearing all capital letters for replacement with signs bearing only upper and lower case letters. They estimate that the increased legibility will facilitate way-finding and reduce crashes and injuries significantly.

Graphic design software
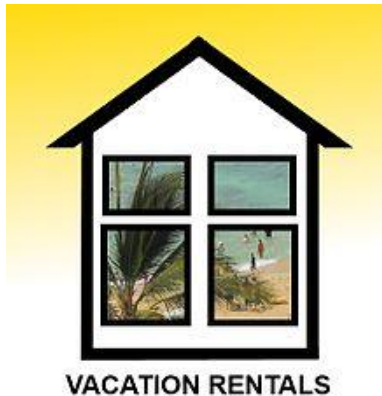
Example of graphic arts created with the free tool, Paint.net

Graphic artists applying for positions in today's job market are expected to be familiar with computers and a variety of software programs in order to create the most appealing, up to date designs.

Graphic art software includes applications such as:

Adobe Dreamweaver – a tool that facilitates the creation of webpages and dynamic internet content

Adobe Illustrator – an application that allows artists to manipulate vector graphics

Adobe InDesign – desktop publishing software used for layout and design manipulation

Adobe Photoshop – a bitmap graphics software including powerful graphics editing tools that provide a large variety of editing functionality

CorelDRAW – similar to Adobe Illustrator, it is another vector graphic manipulation tool

PhotoImpact – a digital photograph editor

QuarkXPress – similar to Adobe InDesign, it i*s* another computer publishing software tool

Free software
Paint.net – photograph editing capabilities with lots of plugins to expand use

GIMP – similar to paint.net and Photoshop

Inkscape – similar to Illustrator

Beside computers and software, graphic artists are also expected to be creative with processing camera work, registration, crop marks, and masking.

Careers

One of the most common career paths for a graphic artist today is web design. With the popularity of the World Wide Web , the demand for web designers is immense. Graphic artists use their creativity with layouts, typography, and   logos   to market the products or services of the client's business. In addition to creating graphical designs, graphic artists also need to understand hypertext, web programming, and web page maintenance in order to successfully create a web page. The responsibility for effective communication also falls under the auspices of the graphic designer.

Ex. 1 Give the Russian equivalents to the following English phrases:

a flate surface; print making process; rolls of papyrus; the Middle Ages; a printing press; a major role; to manipulate images; street signs; way-finding; to be familiar with; the free tool; web page maintenance.

Ex.2 Choose the best options:

1. The Egyptians used graphic symbols in a written form known as...
a. papyrus
b. hieroglyphics

2. Johannes Gutenberg invented...
a. engraving
b. the printing press

3. Posters became a popular form of graphic art during...
a. the Industrial Revolution
b. the Middle Ages

4. The scientific investigation into legibility has influenced the design of...
a. street signs
b. software programs

5. The most common carreer for a graphic artist today is...
a. street sign design
b. web design

Ex.3 Answer the questions to the text.

1. What does the term "graphic art"refer to ?
2. What materials did ancient Egyptians use for writing?
3. How did the invention of the printing press influence the graphic art?
4. Why did posters become popular?
5. How did film and TV change graphic art?
6. What invention of the XXth century affected graphic arts? And how?
7. What things should modern graphic artists know?
8. What extra skills are required from graphic artists?
9. What sphere of activity is the most perspective for graphic designers nowadays?
10. What skills do they need in web design?

Ex.4 Make the review of the text in writing using the following phrases.

The text is about/ provides information on...
The main objective/ purpose/ aim of the text is...
The text discusses/ deals with/ emphasizes...
A detaled description is given to...
Finally,...
In conclusion,...

Text 2 History of graphic design

Vocabulary

to coin - создавать новые слова, выражения
cuneiform-клинопись
a clay brick- глиняный кирпич
an advertisement = an ad -рекламное объявление
elaborate-сложный, усовершенствованный
artifact-артефакт, предмет материальной культуры

ingenuity-проницательность, сообразительность
prowess-мастерство, умение
a stove-плита, камин
scripture-надпись
a scroll-свиток, манускрипт
movable type-наборный шрифт
word of mouth-молва, в устной форме
crier-уличный торговец, глашатай
to credit for- признавать заслугу
a solocitation-предложение, просьба
lucrative-прибыльный, доходный
to repudiate-отвергать, отказываться
consumerism-потребление, потребительство

Page from the Book of Kells : Folio 114v, Decorated text. Tunc dicit illis

I. Early History

The term *graphic design* was coined by William Addison Dwiggins in 1922. However, the origins of graphic design can be traced from the origins of human existence, from the caves of Lascaux , to Rome's Trajan's Column to the illuminated manuscripts of the Middle Ages, to the neon lights of Ginza , Tokyo . In Babylon, artisans pressed cuneiform inscriptions into clay bricks or tablets which were used for construction. The bricks gave information such as the name of the reigning monarch, the builder, or some other dignitary". This was the first known road sign announcing the name of

the governor of a state or mayor of the city. The Egyptians developed communication by hieroglyphics that used picture symbols dating as far back as 136 B.C. found on the   Rosetta Stone . "The Rosetta stone, found by one of Napoleon's engineers was an advertisement for the Egyptian ruler, Ptolemy as the "true Son of the Sun, the Father of the Moon, and the Keeper of the Happiness of Men".   The Egyptians also invented   papyrus , paper made from reeds found along the Nile, on which they transcribed advertisements more common among their people at the time. During the " Dark Ages ", from 500 AD to 1450   AD , monks created elaborate, illustrated manuscripts.

In both its lengthy history and in the relatively recent explosion of visual communication   in the 20th and 21st centuries, the distinction between   advertising , art, graphic design and   fine art has disappeared. They share many elements, theories, principles, practices,   languages   and sometimes the same benefactor or client. In advertising, the ultimate objective is the sale of goods and services. In graphic design, "the essence is to give order to information, form to ideas, expression, and feeling to artifacts that document human experience" .

Graphic design in the United States began with   Benjamin Franklin   who used his newspaper   The Pennsylvania Gazette, to master the art of publicity to promote his own books and to influence the masses. "Benjamin Franklin's ingenuity gained in strength as did his cunning and in 1737 he had replaced his counterpart in Pennsylvania,   Andrew Bradford   as postmaster and printer after a competition he instituted and won. He showed his prowess by running an ad in his   General Magazine and the Historical Chronicle of British Plantations in America   (the precursor to the   Saturday Evening Post) that stressed the benefits offered by a stove he invented, named the Pennsylvania Fireplace. His invention is still sold today and is known as   the   Franklin stove.

American advertising initially imitated British newspapers and magazines. Advertisements were printed in scrambled type and uneven lines that made it difficult to read. Franklin better organized this by adding 14-point type for the first line of the advertisement; although later shortened and centered it, making "headlines". Franklin added illustrations, something that London printers had not attempted. Franklin was the first to utilize logos , which were early symbols that announced such services as opticians by displaying golden spectacles. Franklin taught advertisers that the use of detail was important in marketing their products. Some advertisements ran for 10-20 lines, including color, names, varieties, and sizes of the goods that were

offered.

II. History of printing

During the Tang Dynasty (618–907) wood blocks were cut to print on textiles and later to reproduce Buddhist texts. A Buddhist scripture printed in 868 is the earliest known printed book. Beginning in the 11th century, longer scrolls and books were produced using movable type printing, making books widely available during the Song dynasty (960–1279).

During the 17th-18th century movable type was used for handbills or trade cards which were printed from wood or copper engravings. These documents announced a business and its location. English painter William Hogarth used his skill in engraving was one of the first to design for business trade.

In Mainz, Germany, in 1448, Johann Gutenberg introduced movable type using a new metal alloy for use in a printing press and opened a new era of commerce. This made graphics more readily available since mass printing dropped the price of printing material significantly. Previously, most advertising was word of mouth. In France and England, for example, criers announced products for sale just as ancient Romans had done.

The printing press made books more widely available. Aldus Manutius developed the book structure that became the foundation of western publication design. This era of graphic design is called Humanist or Old Style. Additionally, William Caxton, England's first printer produced religious books, but had trouble selling them. He discovered the use of leftover pages and used them to announce the books and post them on church doors. This practice was termed "squis" or "pin up" posters, in approximately 1612, becoming the first form of print advertising in Europe. The term Siquis came from the Roman era when public notices were posted stating "if anybody..." , which is Latin for "si quis" . These printed announcements were followed by later public registers of wants called want ads and in some areas such as the first periodical in Paris advertising was termed "advices". The "Advices" were what we know today as want ad media or advice columns .

In 1638 Harvard University received a printing press from England. More than 52 years passed before London bookseller Benjamin Harris received another printing press in Boston. Harris published a newspaper in serial form, ' Publick Occurrences Both Foreign and Domestick' . It was four pages long and suppressed by the government after its first edition.

John Campbell is credited for the first newspaper, the ' Bos-

ton News-Letter ' , which appeared in 1704. The paper was known during the revolution as "Weeklies" . The name came from the 13 hours required for the ink to dry on each side of the paper. 'The solution was to first, print the ads and then to print the news on the other side the day before publication. The paper was four pages long having ads on at least 20%-30% of the total paper, (pages one and four) the hot news was located on the inside.

The initial use of the Boston News-Letter carried Campbell's own solicitations for advertising from his readers. Campbell's first paid advertisement was in his third edition, May 7 or 8th, 1704. Two of the first ads were for stolen anvils. The third was for real estate in Oyster Bay , owned by William Bradford , a pioneer printer in New York, and the first to sell something of value. Bradford published his first newspaper in 1725, New York's first, the New-York Gazette . Bradford's son preceded him in Philadelphia publishing the American Weekly Mercury , 1719. The Mercury and William Brooker's Massachusetts Gazette , first published a day earlier.

III. Design industry of the 19th-20th centuries

In late 19th-century Europe, especially in the United Kingdom, the first official publication of a printed design was released, marking the separation of graphic design from fine art.

In 1849, Henry Cole became one of the major forces in design education in Great Britain, informing the government of the importance of design in his Journal of Design and Manufactures . He organized the Great Exhibition as a celebration of modern industrial technology and Victorian design.

From 1891 to 1896, William Morris ' Kelmscott Press' published some of the most significant of the graphic design products of the Arts and Crafts movement , and made a lucrative business of creating and selling stylish books. Morris created a market for works of graphic design in their own right and a profession for this new type of art. The Kelmscott Press is characterized by an obsession with historical styles. This historicism was the first significant reaction to the state of nineteenth-century graphic design. Morris' work, along with the rest of the Private Press movement, directly influenced Art Nouveau .

A Boeing 747 aircraft with livery designating it as Air Force One . The cyan forms, the US flag , presidential seal and the Caslon lettering, were all designed at different times, by different designers, for different purposes, and combined by designer Raymond Loewy in this one single aircraft exterior design.

The term "graphic design" first appeared in print in the 1922 essay "New Kind of Printing Calls for New Design" by William Addison Dwiggins , an American book designer in the early 20th century. Raffe's Graphic Design , published in 1927, was the first book to use "Graphic Design" in its title. The signage in the London Underground is a classic design example   of the modern era and used a typeface designed by Edward Johnston in 1916.

In the 1920s, Soviet constructivism applied 'intellectual production' in different spheres of production. The movement saw individualistic art as useless in revolutionary Russia and thus moved towards creating objects for utilitarian purposes. They designed buildings, theater sets, posters, fabrics, clothing, furniture, logos, menus, etc.

Jan Tschichold codified the principles of   modern typography in his 1928 book,   New Typography . He later repudiated the philosophy he espoused in this book as fascistic, but it remained influential.   Tschichold, Bauhaus typographers such as Herbert Bayer and László Moholy-Nagy and El Lissitzky greatly influenced graphic design. They pioneered production techniques   and stylistic devices used throughout the twentieth century. The following years saw graphic design in the modern style gain widespread acceptance and application.   The post-World War II American economy revealed a greater need for graphic design, mainly in advertising and packaging. The spread of the German Bauhaus school of design to Chicago in 1937 brought a "mass-produced" minimalism to America; sparking "modern" architecture and design. Notable names in mid-century modern design include Adrian Frutiger , designer of the typefaces Univers and Frutiger ; Paul Rand , who took the prin-

ciples of the Bauhaus and applied them to popular advertising and logo design, helping to create a uniquely American approach to European minimalism while becoming one of the principal pioneers of the subset of graphic design known as corporate identity; Alex Steinweiss, credited with the invention of the album cover; and Josef Müller-Brockmann, who designed posters in a severe yet accessible manner typical of the 1950s and 1970s era.

The professional graphic design industry grew in parallel with consumerism. This raised concerns and criticisms, notably from within the graphic design community with the First Things First manifesto. First launched by Ken Garland in 1964, it was re-published as the First Things First 2000 manifesto in 1999 in the magazine Emigre 51 stating "We propose a reversal of priorities in favor of more useful, lasting and democratic forms of communication - a mindshift away from product marketing and toward the exploration and production of a new kind of meaning. The scope of debate is shrinking; it must expand. Consumerism is running uncontested; it must be challenged by other perspectives expressed, in part, through the visual languages and resources of design." Both editions attracted signatures from practitioners and thinkers such as Rudy VanderLans, Erik Spiekermann, Ellen Lupton and Rick Poynor. The 2000 manifesto was also published in Adbusters, known for its strong critiques of visual culture.

Ex.1 Find the English equivalents for the following Russian phrases in Parts I, II, III.

I. сложный манускрипт; влиять на массы людей; дорожный знак; правящий монарх; кончная цель; кривые линии; рекламировать услуги

II. широко доступный; напечатанное объявление; гравировка по меди; последние новости; платное рекламное объявление

III. составлять основные правила(принципы); вести прибыльный бизнес; получить признание; выдающиеся имена; мыслитель; профессонал (практик).

Ex.2 Match the synonyms from two columns.

1	elaborate	a.	irregular, unequal
2	recent	b.	whole, complete
3	uneven	c.	main, significant
4	total	d.	profitable, money-making
5	major	e.	complex, detailed
6	lucrative	f.	powerful, strong
7	influential	g.	new, current

Ex.3 Find the opposites for the words from two columns.

1	find	a	refuse
2	promote	b	stop
3	offer	c	prevent
4	release	d	disguise
5	appear	e	stay
6	reveal	f	lose
7	move	g	go away

Ex.4 Finish the sentences with the appropriate words/phrases from the text.

1. The Egyptians developed their communication by...
2. Benjamin Franklin used his newspaper The Pennsylvania Gazette to...
3. Benjamin Franklin was the first to...
4. The earliest known printed book is...
5. Johann Gutenberg introduced .... in the year of...
6. John Campbell is famous for...
7. Henry Cole organized the Great Exhibition as...
8. In his publishing house William Morris published...
9. The term "graphic design" first appeared in...
10. Jan Tschichold codified ..... in.....

Ex.5 Answer the questions to the text.

1. Who created the term "graphic design" ?
2. What inscriptions were used in Babylon?
3. How did ancient Egyp-   tians communicate?

4. What material did they use for writing on?

5. Who started graphic design in the USA?

6. What is the earliest known printed book?

7. What is Johann Gutenberg famous for?

8. What kind of information did the first American newspapers contain?

9. When did graphic design separate from fine art?

10. How did William Morris influence graphic design ?

11. When and where did the term "graphic design" first appear?

12. What contribution to graphic design did Soviet Russian make?

13. What is Jan Tschichold famous for?

14. What was the German Bauhaus school of design famous for?

15. What issues are raised in the First Things First 2000 manifesto ?

Ex.6 Make the review of the text in writing using the following phrases.

The text is about/ provides information on...
The main objective/ purpose/ aim of the text is...
The text discusses/ deals with/ emphasizes...
A detaled description is given to...
Finally,...
In conclusion,...

Text 3 Graphic design tools

Vocabulary

an executor- исполнитель
aesthetically- эстетически
to elevate-поднять, повышать
arrangement- схема, механизм
to perceive-воспринимать
a grid-архетектура Grid
paste-up- фотомонтаж
iteration-повтор
proficient-умелый, опытный
raster- растр
responsibility-ответственность, обязанность
brief-инструкция, задание на проектировку

The pencil   is one of the most basic graphic design tools.

Aside from technology, graphic design requires   judgment and   creativity. Critical, observational, quantitative and analytic thinking are required for design layouts and   rendering . If the executor is merely following a solution (e.g. sketch, script or instructions) provided by another designer (such as an   art director), then the executor is not usually considered the designer.

Strategy

Strategy   is becoming more and more essential to effective graphic design. The main distinction between graphic design and   art , is that graphic design solves a problem as well as being aesthetically pleasing. This balance is where strategy comes in. It is important that the designer understands their clients' needs, as well as the needs of the people who will be interacting with the design. It is the designers job to conjoin business and creative objectives to elevate the design beyond a purely   aesthetic   means.

Tools

The method of presentation (e.g. arrangements, style, medium) is important to the design. The development and presentation tools can change how an audience perceives a project. The image or layout is produced using   traditional media   and   guides , or   digital image editing   tools on computers. Tools in   computer graphics often take on traditional names such as "scissors" or " pen ". Some graphic design tools such as a   grid   are used in both traditional and digital form.

In the mid-1980s desktop publishing   and   graphic art software   applications introduced computer image manipulation and creation capabilities that had previously been manually executed. Computers enabled designers to instantly see the effects of layout or typographic changes, and to simulate the effects of traditional media. Traditional tools such as   pencils   can be useful even when computers are used for finalization; a designer or art director may sketch

numerous concepts as part of the creative process. Styluses can be used with tablet computers to capture hand drawings digitally.

Computers and software

Designers disagree whether computers enhance the creative process. Some designers argue that computers allow them to explore multiple ideas quickly and in more detail than can be achieved by hand-rendering or paste-up . While other designers find the limitless choices from digital design can lead to paralysis or endless iterations with no clear outcome.

Most designers use a hybrid process that combines traditional and computer-based technologies. First, hand-rendered layouts are used to get approval to execute an idea, then the polished visual product is produced on a computer.

Graphic designers are expected to be proficient in software programs for image-making, typography and layout. Nearly all of the popular and "industry standard" software programs used by graphic designers since the early 1990s are products of Adobe Systems Incorporated. Adobe Photoshop (a raster -based program for photo editing) and Adobe Illustrator (a vector-based program for drawing) are often used in the final stage. Designers often use pre-designed raster images and vector graphics in their work from online design databases. Raster images may be edited in Adobe Photoshop, logos and illustrations in Adobe Illustrator, and the final product assembled in one of the major page layout programs, such as Adobe InDesign , Serif PagePlus and QuarkXpress . Powerful open-source programs (which are free) are also used by both professionals and casual users for graphic design. These include Inkscape (for vector graphics), GIMP (for photo-editing and image manipulation), Krita (for painting) and Scribus (for page layout).

User interface design

Since the advent of personal computers, many graphic designers have become involved in interface design , in an environment commonly referred to as a Graphical User Interface (GUI). This has included web design and software design , when end user interactivity is a design consideration of the layout or interface. Combining visual communication skills with an understanding of user interaction and online branding, graphic designers often work with software developers and web developers to create the look and feel of a web site or software application . An important aspect of interface design is icon design .

User experience design is the study, analysis, and develop-

ment of a person's interaction with a company or its products.

Graphic design occupations

Graphic design career paths cover all parts of the creative spectrum and often overlap. Workers perform specialized tasks, such as design services, publishing, advertising and public relations. As of 2017, median pay in the US was $48,700 per year. The main job titles within the industry are often country specific. They can include graphic designer , art director, creative director , animator and entry level production artist . Depending on the industry served, the responsibilities may have different titles such as " DTP Associate " or " Graphic Artist ". The responsibilities may involve specialized skills such as illustration , photography , animation or interactive design .

Employment in design of online projects was expected to increase by 35% by 2026, while employment in traditional media, such as newspaper and book design, expect to go down by 22%. Graphic designers will be expected to constantly learn new techniques, programs, and methods.

A graphic designer typically reports to the art director , creative director or senior media creative . As a designer becomes more senior, they spend less time designing and more time leading and directing other designers on broader creative activities, such as brand development and corporate identity development. They are often expected to interact more directly with clients, for example taking and interpreting briefs.

Graphic designers can work within companies devoted specifically to the industry, such as design consultancies or branding agencies, others may work within publishing, marketing or other communications companies. Especially since the introduction of personal computers, many graphic designers work as in-house designers in non-design oriented organizations. Graphic designers may also work freelance , working on their own terms, prices, ideas, etc.

Ex.1 Give the Russian equivalents to the following English phrases.

judgment and creativity; to conjoin business; software applications; creation capabilities; finalization; to capture hand drawings; endless iterations; open-source programs; in-house designers; become involved; specialized skills; to interact directly with; analytic thinking; to follow a solution

Ex.2   Ex.2 Match the synonyms from two columns.

1	pleasing	a.	helpful, valuable
2	useful	b.	wide, large
3	limitless	c.	skillful, competent
4	proficient	d.	attractive, enjoyable
5	important	e.	significant, serious
6	different	f.	endless, unrestricted
7	broad	g.	various, separate

Ex.3 Finish the sentences with the appropriate words/phrases from the text.

1. The main distinction between graphic design and   art is that .....

2. The image or layout is produced using   .....

3. Computers enabled designers to simulate ....

4. Traditional tools such as   pencils   can be useful when ...

5. Styluses can be used with tablet computers to ....

6. Graphic designers are expected to be proficient in ...

7. An important aspect of interface design is   ... .

8. The designer's responsibilities may involve specialized skills such as ....

9. Graphic designers   are   expected to interact more directly with .....

10. Graphic designers can work within companies devoted specifically to the industry, such as ......

Ex.4 Make the nouns from the following verbs.

verb	noun
arrange	
judge	
create	
present	
apply	
combine	
draw	
develop	

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Ex. 5 Match the two words to produce word combinations.

1. graphic	a. graphics
2. presentation	b. layout
3.computer	c . design
4.image	d. tools
5. photo	e . making
6. page	f .editing

Ex.6 Answer the questions to the text.

1. What skills does graphic design require?
2. What tools are used by graphic designers?
3. When can traditional tools be useful?
4. Why do some designers dislike working with computers?
5. What other specialists work with graphic designers?
6. What are the designer's responsibilities?
7. Do graphic designers have to constantly learn new things?

UNIT 3 SPHERES OF GRAPHIC DESIGN

Text 1 What is communication design?

Vocabulary

intervention - вмешательство
the target audience- целевая аудитория
overlapping-пересекающийся
discrete-отвлеченный, разрозненный
to tailor- приспособить, изготовить для определенной цели
to maintain- поддерживать, сохранять
to seek-стремиться, пытаться
credibility- доверие
ambient media- объекты наружной рекламы
to get across- передать, донести
letterhead- шапка на фирменном бланке
pantone-пантон (способ офсетной печати, основанный на применении амальгамированных форм)
raw data-исходная информация, начальные данные
savvy-здравомыслящий, смекалистый
bottom line- наиболее важный аспект, конечный результат

Communication design is a mixed discipline between   design
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and information-development which is concerned with how   media intervention such as   printed, crafted , electronic media   or   presentations   communicate with people. A communication design approach is not only concerned with developing the   message   aside from the aesthetics   in media, but also with creating new media channels to ensure the message reaches the target audience. Some designers use   graphic design and communication design interchangeably due to overlapping skills.

Communication design can also refer to a systems-based approach, in which the totality of media and messages within a culture or organization are designed as a single integrated process rather than a series of discrete efforts. This is done through communication channels that aim to inform and attract the attention of the people one are focusing one's skills on. Design skills must be tailored to fit to different cultures of people, while maintaining pleasurable visual design. These are all important pieces of information to add to a media communications kit to get the best results.

Communication design seeks to attract, inspire, create desires and motivate the people to respond to messages, with a view to making a favorable impact to the bottom line of the commissioning body, which can be either to build a brand, move sales, or for humanitarian purposes. Its process involves strategic   business thinking, using market research, creativity, and   problem-solving . Communications designers translate ideas and information through a variety of media. Their particular talent lies not only in the traditional skills of the hand, but also in their ability to think strategically in design and marketing terms, in order to establish credibility through the communication.

The term *communication design* is often used interchangeably with visual communication, but has an alternative broader meaning that includes   auditory, vocal, touch and smell. Examples of communication design include   information architecture, editing, typography, illustration, web design,   animation, advertising, ambient media, visual identity design, performing arts, copywriting   and   professional writing   skills applied in the   creative industries.

Education

Students of communication design learn how to create visual messages and broadcast them to the world in new and meaningful ways. In the complex   digital environment   around us, communication design has become a powerful means of reaching out to the target audience . Students learn how to combine communication with   art   and   technology. Communication Design discipline involves

teaching how to design   web pages, video games, animation,   motion graphics and more.

Communication Design has content as its main purpose. It must achieve a reaction, or get the customer to see a product in a genuine way to attract sales or get across a message. Students of Communications Design are often Illustrators, Graphic Designers, Web designers, Advertising artists, Animators, Video Editors or Motion graphic artists, or even printmakers and conceptual artists. The term Communications Design is fairly general and practitioners work in various mediums to get a message across.

Corporate design

Corporate design of the City council of Kehrsatz

A corporate design (CD) is the official graphical design of the logo and name of a company or institution used on letterheads, envelopes, forms, folders, brochures, etc. The house style is created in such a way that all the elements are arranged in a distinctive design and pattern. This includes dictating what ink pantones should be used in the coloring, and what typefaces. Governments may have corporate designs as well. On June 2, 1999, the German federal cabinet introduced a corporate design for the flag of Germany.

The term *corporate design* is not the name of a specific design profession. Corporations do have special design needs based on their behaviors. They communicate their mission, objectives, needs, and product information -- with users, clients, or members; with suppliers, distributors, service providers; with the surrounding community and the media; with financial institutions and other corporations, and with the state. They create, acquire, modify, organize and distribute large amounts of information and raw data, as well as goods and services. (Sometimes the goods or services are themselves information. For example, The Yellow Pages, or The New York Times.)

A designer whose client is a corporation will include the logo and other elements of the corporate brand as a way to standardize and unify all communication between company and audience, whether in print or online. Scenarios that includes human-computer interac-

tions take place through software and hardware user interfaces that are also branded and designed with the corporate culture in mind. (Examples of user scenarios: update the Web site, transfer funds, document procedures, control security, operate machinery, plan projects, conduct virtual meetings, check inventory, fill an order, or ship a product.)

These interactions are increasingly taking place through Web sites, through mobile devices and at dedicated terminals, and may include sound, video, animation and user feedback mechanisms. A savvy designer will create designs that can be adapted to all of these applications.

Ex.1 Give the Russian equivalents to the following English phrases.

media   intervention, overlapping skills, discrete efforts, important pieces of information, the commissioning body, a variety of media, to establish credibility, is used interchangeably, performing arts, complex digital environment, to get the customer to see , in a genuine way, various mediums, the house style, in print or online, human-computer interactions.

Ex.2 Match the synonyms from two columns.

1	mixed	a.	serious, important
2	discrete	b.	real, original
3	favorable	c.	characteristic, specific
4	meaningful	d.	separate, individual
5	genuine	e.	smart, clever
6	distinctive	f.	blended, combined
7	savvy	g.	advantageous, desirable

Ex.3 Finish the sentences with the appropriate words/phrases   from the text.

1. Communication design is a mixed discipline between ...
2. Communication design can also refer to...
3. Communication design seeks to ......desires and motivate the people to ....
4. Communications designers translate....
5. Students of communication design learn how ...

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6. Communication Design discipline involves ...
7. A corporate design is the official graphical design of...
8. A designer whose client is a corporation will include ....

Ex. 4 Match the two parts to produce a compound noun.

1. print	a. head
2. letter	b. face
3. typo	c . ware
4. copy	d. maker
5. soft	e . graphy
6. type	f . writing

Ex. 5 Answer the following questions

1. How can communication design be defined in general?
2. What is a communication design approach concerned with?
3. What skills are needed for communication designers?
4. What does the term Communication design include?
5. What do future communication designers study?
6. How can a corporate design be defined?
7. Can only companies have corporate designs?
8. What does the work of a corporate designer involve?
9. What techniques/ media does a corporate designer use in their work?

Ex.6 Review Text 1.

Text 2 Video games as an art form

Vocabulary

consideration- рассмотрение, обсуждение
outdated- устаревший
showcase-демонстрировать
homage-почтение, уважение
intersection-пересечение, соприкосновение
insofar-до такой степени
endowment-пожертвование, вклад
recognition-признание
blurred-расплывчатый
controversial-спорный

acquisition-приобретение, сбор

History

The earliest institutional consideration of the video game as an art form came in the late 1980s when art museums began retrospective displays of then outdated   first and   second generation games. In exhibitions such as the   Museum of the Moving Image 's 1989 "Hot Circuits: A Video Arcade", video games were showcased as preformed works whose quality as art came from the intent of the curator to display them as art.   Further explorations of this theme were set up in the late 1990s and early 2000s with exhibitions like the   Walker Art Center 's "Beyond Interface" (1998), the online "Cracking the Maze - Game Plug-Ins as Hacker Art" (1999),   the   UCI Beall Centre's "Shift-Ctrl" (2000),   and a number of shows in 2001.

The concept of the video game as a Duchamp -style   readymade   or as   found object   resonated with early developers of the art game . In her 2003   Digital Arts and Culture   paper, "Arcade Classics Span Art? Current Trends in the Art Game Genre", professor Tiffany Holmes noted that a significant emerging trend within the digital art   community was the development of playable video game pieces referencing or paying homage to earlier classic works like Breakout , Asteroids, Pac-Man, and Burgertime.   In modifying the code of simplistic early games or by creating   art mods   for more complex games like   Quake, the art game genre emerged from the intersection of commercial games and contemporary digital art.

At the 2010 Art History of Games conference in Atlanta, Georgia, professor Celia Pearce further noted that alongside Duchamp's art productions, the   Fluxus movement of the 1960s, and most immediately the   New Games Movement   had paved the way for more modern "art games". Works such as Lantz' Pac Manhattan, according to Pearce, have become something like performance art pieces.   Most recently, a strong overlap has developed between art games and indie games . This meeting of the art game movement and the indie game movement is important according to Professor Pearce, insofar as it brings art games to more eyes and allows for greater potential to explore in indie games.

In March 2006, the French Minister of Culture   first characterized video games as cultural goods and as "a form of artistic expression," granting the industry a tax subsidy. In May 2011, the United States   National Endowment for the Arts, in accepting grants for art projects for 2012, expanded the allowable projects to include "interactive games", furthering the recognition of video games as an art

form.

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form.

The lines between video games and art become blurred when exhibitions fit the labels of both game and interactive art. The Smithsonian American Art Museum held an exhibit in 2012, entitled "The Art of Video Games", which was designed to demonstrate the artistic nature of video games, including the impact of older works and the subsequent influence of video games on creative culture. The Smithsonian later added Flower and Halo 2600, games from this collection, as permanent exhibits within the museum. Similarly, the Museum of Modern Art in New York City aims to collect forty historically important video games in their original format to exhibit, showcasing video game interaction design as part of a broader effort to "celebrate gaming as an artistic medium". The annual "Into the Pixel" art exhibit held at the time of the Electronic Entertainment Expo highlights video game art selected by a panel of both video game and art industry professionals.

The characterization of games as works of art has been controversial. While recognizing that games may contain artistic elements in their traditional forms such as graphic art, music, and story, several notable figures have advanced the position that games are not artworks, and may never be capable of being called art.

Video game developer

A video game developer is a software developer that specializes in video game development – the process and related disciplines of creating video games. A game developer can range from one person who undertakes all tasks to a large business with employee responsibilities split between individual disciplines,such as programming, design, art, testing, etc. Most game development companies have video game publisher financial and usually marketing support. Self-funded developers are known as independent or indie developers and usually make indie games.

A developer may specialize in a certain video game console (such as Nintendo's Nintendo Switch, Microsoft's Xbox One, Sony's PlayStation 4), or may develop for a number of systems (including personal computers and mobile devices).

In the video game industry, a first-party developer is part of a company which manufactures a video game console and develops exclusively for it. First-party developers may use the name of the company itself (such as Nintendo), have a specific division name (such as Sony's Polyphony Digital) or have been an independent studio before being acquired by the console manufacturer (such as

Rare or Naughty Dog). Whether by purchasing an independent studio or by founding a new team, the acquisition of a first-party developer involves a huge financial investment on the part of the console manufacturer, which is wasted if the developer fails to produce a hit game in a timely manner. However, using first-party developers saves the cost of having to make royalty payments on a game's profits.

Ex.1 Give the Russian equivalents to the following English phrases.

an art form , retrospective displays, preformed works, current trends, paying homage, art mods, contemporary digital art, had paved the way, the artistic nature, notable figures, indie developers , a first-party developer, founding a new team, on the part of, fails to produce, a hit game .

Ex.2 Answer the questions to Text 2

    1. When did art museums start to display video games?
    2. What was an emerging trend in the digital art community in the 2000s?
    3. How were video games oficially recognized in France and the USA?
    4. Are the lines between video games and art clear?
    5. What famous museums display games nowadays?
    6. Why do you think the characterization of games as works of art has been controversial?
    7. What kind of a specialist is a video game developer?

Ex.3 Read the following webpage and do the tasks.

SUN SYSTEMS

Video Game Developers

Video games have come a long way since the days of the arcade. Now video game players can play on consoles from the comfort of home. They can also take advantage of mobile gaming on their smartphones.
Our development team works to be at the forefront of game development. We use only the most advanced 3D modeling systems. Our team makes sure that every polygon of our games is perfect.

Concept Artists - We provide our concept artists with an environment that is perceptive to innovative and challenging video games ideas.

Character Artists - Our character artists understand the importance of strong characters in a game. They work to develop all aspects of our characters so that they look relatable and interesting.

Animators- Sun Systems animators are trained to use the most advanced motion capture technology. This creates animations that are both lifelike and beautiful.

Background Artists - We want all our games to be detailed and realistic. Our background artists are experts in developing settings for video games and designing them digitally.

Texture Artists - Our texture artists work closely with our team of background artists. This ensures that the worlds created in our games are rich and realistic.

A. Choose the correct answer.
1. What is the main idea of the webpage?
a. the video games created by a game developer
b. some famous characters from video games
c. the roles of different designers at a game development company
d. how to get a job in video game design

2. Which of the following is NOT a goal of Sun Systems Video Game Developers?
a. to be at the forefront of game development
b. to provide concept artists with a receptive environment
c. to open arcades in multiple locations
d. to make sure every detail of a game is perfect

3. How do animators create lifelike animations?
a. with motion capture tecnology
b. with the help of background artists
c. through 3D modeling
d. by developing interesting characters

B. Match the words (1-8) with the definitions (A-H)
1. background artist
2. concept artist
3. mobile gaming
4. polygon
5. texture artist

6. video game
7. arcade
8. 3D modeling

A. any game that is played digitally on a screen
B. a designer who creates surface detailes foer a video game
C. the person responsible for designing video game scenary
D. an istablishment where patrons can play coin operated games
E. the person who comes up the initial idea for a video game
F. video games formatted to be played on a portable device
G. a process that creates 3D images on a screen
H. the shape used in video game design

C. Read the sentences and choose the correct words.
1. A(n) **console/arcade** allows people to play video games at home.
2. **Motion capture/ 3D modeling** uses actors as the basis for character movements in games.
3. A(n) **animator/character artist** is responsible for creating character movements.
4. **Character artists/Animators** decide how a character will look.

ПРИЛОЖЕНИЕ 1. АННОТИРОВАНИЕ И РЕФЕРИРОВАНИЕ НАУЧНЫХ ТЕКСТОВ

Навыки аннотирования и реферирования технического текста позволяют легче понимать смысл читаемого материала, быстро извлекать нужную информацию из текста и ее фиксировать.

Аннотированием называется процесс составления кратких сведений о печатном произведении (книге, статье, докладе и т.д.), позволяющих судить о целесообразности его более детального изучения. При аннотировании учитывается содержание произведения, его назначение, ценность и направленность.

Аннотация – краткая характеристика текста с точки зрения содержания, формы, читательского назначения и других особенностей, дополняющих библиографическое описание.

Аннотация должна быть изложена простым языком без использования ненужных и малопонятных терминов. Она должна в сжатой форме сообщать, о чем говориться в тексте и какие

теоретические и/или практические знания дает это произведение. По своему содержанию аннотации бывают нескольких типов, самым популярным из которых является описательная.

Описательная аннотация – краткое описание содержания текста с помощью безличных конструкций в форме краткой справки или описания может быть составлена на любой вид печатного произведения. Обычный объем описательной аннотации 300-500 знаков, т.е. в среднем аннотация содержит 3-4 предложения на любую печатную статью вне зависимости от ее размера.

Текст описательной аннотации должен состоять из трех частей:

Вводная часть с выходными данными – название аннотируемого материала, фамилия автора, год издания, место издания, номер, объем (количество страниц, иллюстраций, таблиц).

Описательная часть – два-три основных положения, наиболее характерных для данной статьи. Они должны содержать в себе тематику (если она не раскрыта в названии), цель данной работы и область применения, а также способы, с помощью которых достигаются поставленные автором цели.

Заключительная часть, где содержатся отдельные особенности изложения материала, а иногда выводы

Аннотация не имеет абзацев и начинается с существа вопроса или с вводных фраз. При аннотировании можно рекомендовать использовать следующую последовательность действий:

Прочтите заголовок текста. Определите, дает ли он представление о содержании текста.

Просмотрите, делится ли статья на разделы (есть ли подзаголовки).

Если «да», прочтите подзаголовки.

Обратите внимание, есть ли рисунки, схемы, таблицы.

Если «да», прочтите подписи под ними.

Прочтите первый и последний абзацы текста и по ключевым словам определите, о чем текст.

Также следует помнить о соблюдении языковых особенностей аннотации:

Излагать основные положения оригинала просто, ясно, кратко.

Избегать повторений

Не повторять заглавия текстов.

Соблюдать единство терминов и обозначений.

Использовать общепринятые сокращения.

Употреблять преимущественно страдательный залог.

Опускать прилагательные, наречия, вводные слова, не влияющие на содержание.

Реферирование – это одна из самых широко распространенных письменных форм извлечения информации. Если в аннотации приводится лишь краткий перечень рассматриваемых вопросов, то в реферате излагается существо вопросов и приводятся важнейшие выводы.

Реферат (от лат. referre – сообщать, докладывать) – это сокращенное содержание печатного произведения с основными фактическими данными и выводами. Реферат представляет собой объективное, лишенное эмоций сообщение информации первоисточника на основе ее смысловой переработки. Он акцентирует внимание на новых сведениях и определяет целесообразность обращения к первоисточнику.

Существует много видов рефератов, но наиболее интересным для нас является информативный реферат, т.е. конспективное изложение существенных положений оригинала.

Изложение содержания статьи в реферате ведется по степени важности отобранных сведений. Сначала в концентрированной форме излагается существо вопроса, далее кратко приводятся необходимые фактические данные. План составления реферата может не совпадать с планом статьи.

Реферат – это единый, логически компактный сгусток основного содержания статьи, поэтому, как правило, не имеет разделов или рубрик.

Текст реферата начинается с изложения существа реферируемой статьи. Здесь следует избегать вводных фраз (в отличие от аннотации). В реферат не включаются исторические справки, введения (если они не составляют основного содержания статьи), описание раннее опубликованных работ и общеизвестные положения.

Текст реферата составляется по определенному плану:

Тема, предмет (объект), характер и цель работы. Здесь нужно показать особенности темы, которые необходимы для раскрытия цели и содержания работы.

Метод проведения работы (если этот метод или методы – новые, то нужно дать их описание).

Конкретные результаты работы (теоретические или экспериментальные).

Выводы, рекомендации, оценка, предложения, описанные в первоисточнике.

Область применения.

Если в статье отсутствует какая-либо из перечисленных выше частей (например, в статье ничего не говорится о применении), то ее в реферате опускают, сохраняя последовательность изложения.

В конце реферата могут даваться примечания референта (при наличии в нем противоречий или ошибок), но интерпретация или критика первоисточника в самом реферате не допускается. Текст реферата заканчивается сведениями о количестве иллюстраций, таблиц, библиографии, за которыми идут ф.и.о. референта.

Объем реферата не зависит от объема реферируемой статьи, а определяется ее содержанием, количеством сведений и их научной ценностью. Средний объем для журнальных статей – 1000 печатных знаков.

Основным отличием языка аннотации от языка реферата является то, что в аннотации основное содержание передается своими словами, которые представляют высокую степень абстрагирования и обобщения. В реферате же формулировки и обобщения заимствуются из самого текста оригинала.

К языку реферата предъявляются следующие основные требования:

Краткое, точное и объективное изложение материала.

Применение стандартной терминологии. Следует избегать непривычных терминов и символов и разъяснять их при первом упоминании в тексте.

Термины, применяемые в реферате более трех раз и смысл которых ясен из контекста, рекомендуется после первого употребления полностью заменить аббревиатурами (сокращениями) в виде начальных заглавных букв этих терминов. При первом упоминании такая аббревиатура дается в скобках непосредственно за термином, при последующем употреблении – без скобок. В одном реферате не рекомендуется применять более трех различных аббревиатур.

Как правило, при написании реферата сложные предложения преобразуются в простые, широко используются неопределенно-личные предложения.

Формулы в реферате приводятся в следующих случаях:

– без формул невозможно построение реферата;
– формулы выражают итоги работы;
– формулы существенно облегчают понимание работы.

Допускается включать в реферат иллюстрации и таблицы, если они помогают раскрытию основного содержания работы.

При составлении реферата следует придерживаться следующем последовательности этапов работы:

Просмотровое чтение с целью получения общего представления о тексте в целом.

Знакомство с графиками, рисунками, схемами, таблицами для уточнения сведений, полученных при первом чтении.

Выделение и нумерация абзацев, содержащих конкретную информацию по теме статьи, с подчеркиванием в них ключевых фрагментов.

Перегруппировка ключевых фрагментов в соответствии с их тематикой и планом написания реферата.

Составление логического плана статьи.

Вторичное изучающее чтение выделенных абзацев с сокращением малосущественной информации и обобщением оставшейся основной информации.

Редактирование полученной информации и написание ее в форме реферата.

Проверка правильности приведенных цифр, сокращений и т.д.

При оформлении аннотаций и рефератов на русском языке на публикации иностранных авторов необходимо указывать название материала на иностранном и русском языках, фамилию автора – на иностранном языке, а также в круглых скобках язык, на котором написана статья.

Лексические модели, которые можно использовать при составлении аннотаций и рефератов на английском языке:

The article is headlined….	Статья называется…
The headline of the article I have read is…	Название статьи, которую я прочитал…
The author of the article is…	Автор статьи…
The article is written by… .	Статья написана…
It's published in…	Она опубликована…
It's printed in…	Она напечатана…
The main idea of the article is…	
The article is about…	Основная мысль этой статьи…
The article is devoted to…	Статья о…
The article deals with….	Статья посвящена…
The article touches upon….	Статья связана с …
The purpose of the article is to give the reader some information on…	Статья затрагивает… Цель статьи – ознакомить читателя с…
The aim of the article is to provide the reader with some material (data) on….	Цель статьи ознакомить читателя с материалами/данными о…
The author starts by telling the reader that…	В начале статьи автор пишет …
The author writes (states, stresses, thinks, points out) that …	Автор пишет, (утверждает, подчеркивает,полагает, выделяет), что…
The article describes …	Статья описывает, …
According to the text ...	Согласно тексту…
Further the author reports (says)…	Далее автор сообщает…
It is important to note (stress, underline)…	Важно отметить, (подчеркнуть)…
In conclusion….	В заключение…
The author comes to the conclusion that…	Автор приходит к заключению, что…
I found the article interesting (important, dull, of no value, too hard to understand) because…	Статья показалась мне интересной, (важной, скучной, не представляет для меня интереса, слишком трудная для понимания), так как…

Логические коннекторы

Прежде всего	Beforehand
Во-первых	Firstly
Во-вторых	Secondly
Тем не менее	Nevertheless
Затем	Then
Далее	Further
Кроме того	Besides
Наконец, в целом	Finally, In general
Как указывается выше	As mentioned above
Иными словами	In other words
Однако	But
С одной стороны	On the one hand
С другой стороны	On the other hand
Таким образом	Thus
Поэтому	That is why
Следовательно	Therefore
Отсюда	Hence

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