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## 1. Read and answer the question:

### THE ARTIST'S TRAINING

Artists and their works belong to specific places and times. Through their works artists interpret their societies to their own generation. At the same time, they distill the essence of their time and place for later generations. An illustration by Norman Rockwell perfectly captures the quality of life in rural, small-town America in the first half of the 20th century. The great rose window of the cathedral at Chartres vividly depicts the objects of belief for 12th-century Christians. Eero Saarinen's Trans World Airlines terminal at John F. Kennedy International Airport in New York City symbolizes the technology and adventure of flight.

As artists are products of their time, they are also individuals with special talents, who in most cases have devoted significant portions of their lives to training and to sharpening their skills.

Today it is possible to study the arts in a college or university. There are also specialized schools of architecture, music, design, and other arts. These educational institutions are a fairly modern development, mostly from the mid-19th century. From ancient times through the 16th century, artists were trained by other artists in their workshops or studios. The artist became an apprentice as a young teenager and did the most manual labor tasks around the studio before being trained in the more difficult tasks of an art or craft. The normal period of service was seven years.

By the 17th century, however, the early academies had begun to flourish as training centers. These academies became a vital force in the instruction of young artists, and they exerted a powerful influence on the development of the arts generally. Because the academies limited their enrollments, they created artistic elites within their countries. They also set standards of taste for whole societies.

Reactions against the monopoly of the academies arose in the 19th century. In London the government-sponsored School of Design opened in 1837. In 1852 the Victoria and Albert Museum was founded, and at the same time a number of other art schools were set up by the government. The combination of museum and art school took hold in other countries as well. A basic part of the artist's training was painting imitations of the old masters in museums. Through its influence, schools of art that embraced its methods and ideals were incorporated into colleges and universities, especially in the United States.

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Arrange the jumbled text according to the plan.

Schools of art as a part of the education system.

Becoming an artist required an extended apprenticeship.

Artists absorb the prevailing ideas, beliefs, and techniques of their generation.

The academies and their role.

2. Read and answer the question:

Once a young couple came to the event agency. They wanted their wedding to be unforgettable and as they were history students, they asked to organize it in some ancient and mysterious style. Then the designer suggested arranging the style of ancient Egypt.

What was the offer of the agency?

3. Read and answer the question:

The girl called her friend. He asked her to wait for a bit, as he was busy with some project and needed to finish the work. She said:

You are only thinking about your design! I'm sure it's useless! How can it help in life?

You're wrong, design makes people's life easier, more convenient, more beautiful. But in everyday life, you don't even notice the objects around...

Choose the right ending:

4. Read and answer the question:

A designer is talking about the influences on their collection.

I (1) used to get my inspiration for my designs this season from 1980s music, you know, new wave, but mostly hip-hop. When music videos (2) used to appear on television in 1981, they (3) influenced how people dressed. Our collection looks back to that time. Suddenly, young people (4) used to start wearing clothes like the musicians in the videos. So, you'll see that our accessories echo the early days of hip-hop when people (5) used to wear a lot of gold. But, we also (6) put a new spin on hip-hop style jeans by stitching gold embroidery on the back pockets. They didn't (7) used to do that. We (8) refreshed the hip-

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hop silhouette by using fitted jeans instead of baggy ones.

Find and correct three mistakes in the verbs in bold. Choose the right option.

5. Read and answer the question:

Германское направление развития дизайна

Bauhaus - высшая школа промышленного искусства, строительства и художественного конструирования. Баухауз был основан в 1919 г. архитектором Вальтером Гропиусом. Программа обучения в школе предполагала соединение искусства со строительной техникой на современной основе.

Дизайнеры Баухауза считали, что главная задача дизайнера - проектирование промышленных изделий и их систем с позиций высокой ответственности перед человеком и обществом. Баухауз существовал как уникальная высшая художественная школа до 1932 года. С приходом к власти национал-социалистов он был закрыт из-за демократических идей, объединявший мастеров разных национальностей. Влияние идей Баухауза наиболее заметно в функциональной архитектуре современных офисов и фабрик.

Find the rendering done by a person and not by a machine translator like Google or Yandex.

6. Read and answer the question:

The design agency «Colorbright» wants to arrange a Designer's Day celebration. The staff of the firm is called for a briefing where different ideas are suggested. One of the concepts is to decorate the office in the style of the first Soviet design school Vkhutemas. You are one of the board members.

Which suggestion corresponds to the concept better?

7. Read and answer the question:

Once a son told his father: «Dad, we've just studied the types of design. Now I know them all». The father replied: «I wonder, what types of design we can see from the place we are standing now?»

Choose the correct answer:

8. Read and answer the question:

Read the email from a fashion magazine editor to an artist. The following words are missing:

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detailed - drawn - engraved - generated - mixed

From: Camilla D'Arby

To: Jane Rathbone

Subject: Illustration commission

Hi Jane,

We'd like to commission two illustrations from you for our holiday issue. Please have a look at the brief below and then let me know if you have any questions about it.

Illustration 1: An evening gown. We want it to have a soft, elegant, look, so we would like to use an (1) ... illustration.

Illustration 2: A headshot with jewelry. This image should be (2) ... media. It needs to be a photograph of a model wearing jewelry with some computer (3) ... images and hand (4) ... lines 'traced' on it. It should highlight all the intricate features of the jewelry in a very realistic style, so the illustration needs to be quite (5) ...

I look forward to seeing your designs!

Best wishes,

Camilla

Read the email reply from the artist.

From: Jane Rathbone

To: Camilla D'Arby

Subject: Re: Illustration commission

Hi Camilla,

Thanks for the brief. There are a few questions I'd like to ask:

Illustration 1

- 1) How wide would you like the margins for the first illustration?
- 2) How detailed would you like the facial features?
- 3) Should I make it look like an old-fashioned illustration?

Illustration 2

- 4) How big should the image be?
- 5) How much of the photo should include computer graphics?

I should be able to finish the illustrations within a week from receiving answers to my queries.

Best wishes,

Jane

These are the answers of the editor:

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- The illustration should cover half the page.
- The image has to fill the whole page, so just 5-10mm.
- About 30% of the image.
- Yes, we'd like something that echoes art nouveau fashion illustration.
- They should be quite realistic.

Question:

Complete the first email with the missing words.

Match the questions of the second email with the editor's responses

9. Read and answer the question:

The students asked their design teacher: «Could you explain to us why it is comfortable to stay in one room, but in another you feel itchy and nervous; some things you want to look at, some you don't?»

What is the design teacher supposed to say?

10. Read and answer the question:

A well-known hotel chain needs a business card for a new brand hotel which is built in high-tech style, the hotel has obviously got its own corporate identity.

Choose the best option.

11. Read and answer the question:

The design agency «Colorbright» was waiting for a delegation from China to sign the contract. The office was decorated with beautiful white roses. It was a hot summer day so the manager was wearing a cotton white dress. But when the Chinese delegation entered the office, they stopped on the threshold, bowed their heads, and their faces became mournful. They asked if it was possible to rearrange the meeting.

What did the designers do wrong?

12. Read and answer the question:

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A lady came to the design agency «Colorbright» with the order:

I need to arrange my husband's study at home. His work is mostly remote, so he works a lot from home, he gets tired of it as he is quick-tempered. I want his office to comfort him.

Choose the best option.

13. Read and answer the question:

Parents come to a design agency and say they want to have the action area designed in the children's room. The child is 4 years old.

Choose the best option.

14. Read and answer the question:

You need to create an ergonomic area for a computer class. So that the students of our courses feel comfortable at the computer, do not ruin their eyesight or bodies. Their studies and health depend on it.

Choose the best option.

15. Read and answer the question:

A lady came to the design agency «Colorbright» with the commission to design the interior of her house:

We suggest you decorate the room in the style of minimalism.

That's interesting. I agree, you can try minimalism. If I understand this style correctly ...

Choose the right option.

16. Read and answer the question:

The mayor of a small town commissioned a design agency to design a corporate style of the town. She explained that she wants to see her city stylish and memorable. One of the important details was that the city produced wonderful porcelain of blue-white color, well-known in the country.

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The designers suggested ...

Choose the most appropriate variant:

17. Match the old cultures with the examples of their designs:
18. Byzantine design was heavily influenced by:
19. Stained glass windows are typical for:
20. Art Deco design is ...
21. Arrange the sentences in the correct order:
22. Match the periods of Design with their characteristics:
23. The type of arch that supports a roof or ceiling, especially in a church or public building, or a ceiling or roof supported by several of these arches is called ...
24. The experience of someone using a product, system, or service, for example whether they find it enjoyable and easy to use is called ...
25. One of the most notable features of Contemporary Design is:
26. The period in the 18th century in Europe when many people began to emphasize the importance of science and reason, rather than religion and tradition is called ...
27. Match the processes with the ways design can help save time:
28. The type of design that can help people feel more engaged and connected to the product and also be used to make products more accessible to users with disabilities is ...
29. The process of creating an attractive and functional package for a product is called ...
30. Design in everyday life is hardly used for ...
31. Arrange the sentences in the correct order:
32. Match the types of Signage design to their definitions

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33. Shortening the length of time required for an operation, activity, etc. is called ...
34. The design or use of signs and symbols to communicate a message, including wayfinding, informational signage, and advertising is called ...
35. Which of these words can be used to describe a good design?
36. A gauge, pattern, or mold (such as a thin plate or board) used as a guide to the form of a piece being made is called ...
37. "The Arts and Crafts movement" advocated the need for ...-designed products.
38. Match the design schools with their description
39. The main merit of the first design schools is ...
40. Arrange the sentences in the correct order:
41. A transitional architectural style that existed in the Soviet Union in the 1930s, typical of early Stalinist architecture before World War II, is called ...
42. A genre of art, usually aesthetically innovative, and initially ideologically unacceptable to the artistic establishment of the time is called ...
43. Match the design schools with examples of their work:
44. W.D. Teague, H. Dreyfuss, and N.B. Geddes are representatives of:
45. With the start of the Industrial Revolution, industrial design ...
46. Powers to apply several knowledge and skills simultaneously in order to complete a task or perform an observable behavior are called ...
47. Match the types of websites with their functions:
48. Industrial designers use a variety of design techniques to ...
49. White space is a typographic pattern which is ...
50. Which of these words doesn't have the same meaning as the other ones?
51. Arrange the sentences in the correct order:

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72. Match the colors used in fashion design with their associations

73. The function of color is associated with compliance between color and function of the subject is called ...

74. The color scheme which involves using various shades, tints, and tones of a single color is called ... (one word)

75. The color, frequently associated with mourning and bad fortune in Italy is ...

76. Colors including reds, oranges, and yellows, and tend to elicit happy, invigorating, or even angry and aggressive responses are called warm or ... colors.

77. Match the principles of ergonomics to their descriptions:

78. The prerequisites for the appearance of ergonomics were:

79. Physiological indicators of ergonomic properties characterize the correspondence of goods to:

80. An important direction in the development of ergonomics is:

81. Arrange the sentences in the correct order:

82. Match the ergonomics recommendations with the rooms they should be followed

83. Establishing the general conditions and forms of professional behavior as the main prerequisite for professional selection and professional consultation is called ...

84. The use of matter on an atomic, molecular, and supramolecular scale for industrial purposes is called ...

85. Which of these words isn't used to describe ergonomic design:

86. An aspect of design that focuses on simplifying the user experience and accessing technologies is called ...

87. Match the architectural types with their examples:

88. The placement of walls, openings, and other elements refers to the architectural law of ...

89. Which of these words isn't used for appraising the building's age?

90. When you're creating an innovative design, you are:

91. Arrange these building elements in order from the bottom to the top of the building:

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92. Match the styles of modern architecture with their examples

93. The style which incorporates modern technology and advanced materials into the design is called ...

94. A specific series of design activities that combines art and object creativity and scientifically based engineering practice in industrial production is called ... design.

95. Which type of building is used for living?

96. A person who plans, designs and oversees the construction of buildings is called ...

97. Arrange the steps of the process of design into the correct order:

98. Match the historical cultures with typical design traits:

99. Deconstructivism is characterized by

100. Match the design movements of the 20th century with their description:

101. Something added to make another thing more beautiful or interesting, or the process of doing this is called ...

102. An architectural element similar to the hollow upper half of a sphere, a rounded roof on a building is called ...

103. Utilitarian art means ...

104. The Parthenon and the Temple of Olympian Zeus are examples of ...

105. An important aspect of ancient Chinese design was their use of ...

106. The period in European history marking the transition from the Middle Ages to modernity, characterized by an effort to revive the ideas and achievements of classical antiquity is called ...

107. Match the old cultures with the examples of their designs:

108. Once in a design school, a student asked a teacher:

Miss Brown, in prehistoric times, did people need any design? As far as I know they needed to survive and lived difficult lives.

Could people of the Stone Age really use any design? How could it help them in life?

Let's think about what people did. They took materials at hand ...

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