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«РОМАНОВСКИЙ КОЛЛЕДЖ ИНДУСТРИИ ГОСТЕПРИИМСТВА»

**ФОНД ОЦЕНОЧНЫХ СРЕДСТВ УЧЕБНОЙ ДИСЦИПЛИНЫ**  
**ОП.12 Иностраный язык в сфере профессиональной коммуникации для**  
**службы приема и размещения**

программы подготовки квалифицированных рабочих, служащих  
по специальности СПО  
43.02.16 Туризм и гостеприимство

направленность: гостиничные услуги

Фонд оценочных средств разработан на основе федерального государственного образовательного стандарта среднего профессионального образования по профессии 43.02.16 Туризм и гостеприимство и рабочей программы учебной дисциплины ОП.12 Иностранный язык в сфере профессиональной коммуникации для службы приема и размещения.

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РАССМОТРЕНО на заседании ЦМК общепрофессиональных дисциплин

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## Содержание

ОБЩИЕ ПОЛОЖЕНИЯ .....	<b>Ошибка! Закладка не определена.</b>
РЕЗУЛЬТАТЫ ОСВОЕНИЯ УЧЕБНОЙ ДИСЦИПЛИНЫ: .....	<b>Ошибка! Закладка не определена.</b>
ОЦЕНКА ОСВОЕНИЯ УМЕНИЙ И ЗНАНИЙ .....	5
РЕЗУЛЬТАТЫ ОСВОЕНИЯ ДИСЦИПЛИНЫ .....	16
ТИПОВЫЕ ЗАДАНИЯ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ .....	16
ЛИТЕРАТУРА ПО УЧЕБНОЙ ДИСЦИПЛИНЕ .....	24
КОМПЛЕКТ ЭКЗАМЕНАЦИОННЫХ ЗАДАНИЙ .....	25
КРИТЕРИИ ЭКЗАМЕНАЦИОННЫХ ОЦЕНОК ПО ВЫПОЛНЕНИЮ ЗАДАНИЯ .....	42

## **Общие положения**

Результатом освоения учебной дисциплины является готовность обучающегося к овладению знаний и умений, обусловленных общими и профессиональными компетенциями, формирующиеся в процессе освоения ППКРС в целом.

Формой промежуточной аттестации по учебной дисциплине ОП.12 Иностранный язык в сфере профессиональной коммуникации для службы приема и размещения и подтверждение соответствия по специальности Иностранный язык в сфере профессиональной коммуникации для службы приема и размещения является экзамен.

### **1. Результаты освоения учебной дисциплины:**

#### **1.1. Уметь/знать**

В результате изучения учебной дисциплины обучающийся должен:

##### **уметь:**

- понимать общий смысл четко произнесенных высказываний на известные темы (профессиональные и бытовые);
- понимать тексты на базовые профессиональные темы;
- участвовать в диалогах на знакомые общие и профессиональные темы;
- строить простые высказывания о себе и о своей профессиональной деятельности;
- кратко обосновывать и объяснять свои действия (текущие и планируемые);
- писать простые связные сообщения на знакомые или интересующие профессиональные темы.

##### **знать:**

- правила построения простых и сложных предложений;
- лексический минимум, относящийся к описанию предметов, средств и процессов профессиональной деятельности;
- правила ведения бытовой и профессиональной коммуникации, речевой этикет.

Освоение учебной дисциплины обеспечивает достижение обучающимися следующих личностных результатов реализации программы воспитания:

ЛР 4 – Проявляющий и демонстрирующий уважение к людям труда, осознающий ценность собственного труда. Стремящийся к формированию в сетевой среде лично и профессионального конструктивного «цифрового следа».

ЛР 7 – Осознающий приоритетную ценность личности человека; уважающий собственную и чужую уникальность в различных ситуациях, во всех формах и видах деятельности.

ЛР 13 – Способный в цифровой среде использовать различные цифровые средства, позволяющие во взаимодействии с другими людьми достигать поставленных целей; стремящийся к формированию в сетевой среде лично и профессионального конструктивного «цифрового следа».

ЛР 14 – Способный ставить перед собой цели под возникающие жизненные задачи, подбирать способы решения и средства развития, в том числе с использованием цифровых средств; содействующий поддержанию престижа своей профессии и образовательной организации.

## ОЦЕНКА ОСВОЕНИЯ УМЕНИЙ И ЗНАНИЙ

Основной целью оценки теоретического курса учебной дисциплины ОП. 06 Иностранный язык (второй) и подтверждение соответствия по специальности 43.02.14 Гостиничное дело является оценка умений и знаний.

Оценка освоения умений и знаний учебной дисциплины осуществляется на основе следующих показателей оценки результата:

Приобретенный практический опыт, освоенные умения и знания	Результат обучения	Основные показатели оценки результата (ОПОР)	Наименование раздела, темы, подтемы	Критерии оценки	Уровень освоения	Наименование КОС	
						Формы и методы оценки	Промежуточный контроль
1	2	3	4	5	6	7	8
<p>Уметь:</p> <ul style="list-style-type: none"> <li>• Общаться (устно и письменно) на иностранном языке на профессиональные и повседневные темы;</li> <li>• Переводить (со словарем) иностранные тексты профессиональной направленности</li> </ul> <p>Знать:</p> <ul style="list-style-type: none"> <li>• правила построения простых и сложных предложений на профессиональные темы;</li> <li>• основные общеупотребительные глаголы (бытовая и профессиональная лексика);</li> <li>• лексический минимум, относящийся к</li> </ul>	ОК1; ОК2, ОК3, ОК4, ОК9, ОК10 ЛР4, ЛР7, ЛР13, ЛР 14	Излагает важную информацию по теме	<b>Раздел 1.</b> История развития гостиничного дела	Полнота ответов, точность формулировок, не менее 75% правильных ответов. Не менее 75% правильных ответов. Актуальность темы, адекватность результатов поставленным целям, полнота ответов, точность формулировок, адекватность применения профессиональной терминологии Правильность, полнота выполнения заданий, точность формулировок,	1-2	<b>Текущий контроль при проведении:</b> -письменного/устного опроса; -тестирования; -оценки результатов самостоятельной работы (докладов, рефератов и т.д.) <b>Промежуточная аттестация</b> в форме контрольных работ	экзамен
		Рассуждает о фактах, событиях	<b>Тема 1.1.</b> История гостиничного дела		1-2		экзамен
		Умеет правильно употреблять артикли	<b>Тема 1.2.</b> Определенный и неопределенный артикли в терминологии.		1-2		экзамен
		Излагает важную информацию по теме, умеет отвечать на вопросы	<b>Тема 1.3.</b> Гостиничный бизнес в России		1-2		экзамен
		Умеет правильно ставить существительные во	<b>Тема 1.4.</b> Множественное число имен существительных.		1-2		экзамен

<p>описанию предметов, средств и процессов профессиональной деятельности (1200-1400 лексических единиц);</p> <ul style="list-style-type: none"> <li>• особенности произношения;</li> <li>• правила чтения текстов профессиональной направленности</li> </ul> <p>Личностные результаты:</p> <ul style="list-style-type: none"> <li>• Проявляет и демонстрирует уважение к людям труда, осознаёт ценность собственного труда. Стремится к формированию в сетевой среде лично и профессионального конструктивного «цифрового следа».</li> <li>• Осознаёт приоритетную ценность личности человека; уважает собственную и чужую уникальность в различных ситуациях, во всех формах и видах деятельности.</li> <li>• Способен в цифровой среде использовать различные цифровые средства, позволяющие во взаимодействии с другими людьми достигать поставленных целей; стремится к формированию в сетевой среде лично и профессионального</li> </ul>	множественное число		<p>точность расчетов, соответствие требованиям Адекватность, оптимальность выбора способов действий, методов, техник, последовательностей действий и т.д. Точность оценки, самооценки выполнения Соответствие требованиям инструкций, регламентов Рациональность действий и т.д.</p>				
	Владеет техникой перевода текстов технической направленности	<b>Тема 1.5.</b> Современные графические произведения.		2-3			экзамен
	Умеет правильно ставить существительные-исключения во множественное число	<b>Тема 1.6.</b> Множественное число существительных. Слова-исключения.		1-2			экзамен
	Составляет связный рассказ-презентацию о профессии	<b>Раздел 2.</b> Профессия «отельер»		1-2			экзамен
	Излагает важную информацию по теме	<b>Тема 2.1.</b> Профессия «отельер».		1-2			экзамен
	Умеет правильно употреблять глагол “to be”	<b>Тема 2.2.</b> Употребление форм глагола “to be” в рассказе о профессии.		1-2			экзамен
	Владеет техникой чтения с полным переводом	<b>Тема 2.3.</b> Рассказ знаменитого отельера о своей работе.		1-2			экзамен
	Правильно задаёт вопросы, используя глагол “to be”.	<b>Тема 2.4.</b> Вопросительные предложения с глаголом “to be”.		1-2			экзамен

<p>конструктивного «цифрового следа».</p> <ul style="list-style-type: none"> <li>Способен ставить перед собой цели под возникающие жизненные задачи; подбирает способы решения и средства развития, в том числе с использованием цифровых средств; содействует поддержанию престижа своей профессии и образовательной организации.</li> </ul>	Рассуждает о прочитанном, делает выводы			1-2	экзамен
	Правильно формирует отрицательные предложения, используя глагол “to be”.	<b>Тема 2.6.</b> Отрицательные предложения с глаголом “to be”.		1-2	экзамен
	Излагает важную информацию по теме	<b>Раздел 3.</b> Искусство в России и зарубежных странах.		1-2	экзамен
	Излагает важную информацию по теме, умеет отвечать на вопросы	<b>Тема 3.1.</b> Виды картин, техники, жанры.		1-2	экзамен
	Знает виды глаголов, умеет их употреблять в Past Simple	<b>Тема 3.2.</b> Время Past Simple. Правильные и неправильные глаголы.		1-2	экзамен
	Рассуждает о прочитанном, делает выводы	<b>Тема 3.3.</b> Импрессионизм в искусстве.		1-2	экзамен
	Правильно употребляет глаголы was/were в речи.	<b>Тема 3.4.</b> Употребление глаголов was/were в речи.		1-2	экзамен
	Рассуждает о прочитанном, делает выводы	<b>Тема 3.5.</b> Русская живопись.		1-2	экзамен
	Задаёт вопросы и формирует отрицательные предложения в Past Simple.	<b>Тема 3.6.</b> Вопрос и отрицание в Past Simple.		1-2	экзамен
	Описывает картины,	<b>Тема 3.7.</b> Описание любимой		1-2	экзамен

	употребляя соответствующую лексику	картины.				
	Употребляет время Present Simple при описании картины.	<b>Тема 3.8.</b> Употребление времени Present Simple при описании картины.		1-2		экзамен
	Излагает важную информацию по теме	<b>Раздел 4.</b> Культура и традиции страны изучаемого языка.		1-2		экзамен
	Знает устройство британского жилища, владеет лексикой по теме	<b>Тема 4.1.</b> Как устроен типичный британский дом?		1-2		экзамен
	Употребляет время Present Simple при составлении вопросов	<b>Тема 4.2.</b> Употребление времени Present Simple при составлении вопросов.		1-2		экзамен
	Составляет рассказ по теме	<b>Тема 4.3.</b> Как и где проводят свободное время британцы.		1-2		экзамен
	Употребляет наречия частотности	<b>Тема 4.4.</b> Наречия частотности и их место в предложении.		1-2		экзамен
	Рассуждает о прочитанном, делает выводы	<b>Тема 4.5.</b> Праздники и приготовление к ним.		1-2		экзамен
	Употребляет время Present Continuous	<b>Тема 4.6.</b> Present Continuous для обозначения процесса.		1-2		экзамен
	Владеет информацией по теме, умеет отвечать на	<b>Тема 4.7.</b> Традиции королевской семьи.		1-2		экзамен
		<b>Тема 4.8.</b>		1-2		экзамен



	вопросы	Вопросительные и отрицательные предложения в Present Continuous.				
	Владеет правилами деловой переписки	<b>Раздел 5.</b> Деловая переписка и переговоры.		2-3		экзамен
	Заполняет анкеты для Шенгенской визы	<b>Тема 5.1.</b> Заполнение анкеты для Шенгенской визы.		2-3		экзамен
	Употребляет Present Continuous и Present Simple	<b>Тема 5.2.</b> Употребление Present Continuous и Present Simple в речи.		1-2		экзамен
	Владеет правилами проведения переговоров.	<b>Тема 5.3.</b> Правила проведения переговоров.		1-2		экзамен
	Употребляет Present Perfect в утвердительных предложениях	<b>Тема 5.4.</b> Употребление Present Perfect в утвердительных предложениях.		1-2		экзамен
	Умеет проводить собеседование и отвечать на вопросы	<b>Тема 5.5.</b> На собеседовании.		2-3		экзамен
	Употребляет Present Perfect в вопросительных и отрицательных предложениях	<b>Тема 5.6.</b> Употребление Present Perfect в вопросительных и отрицательных предложениях.		1-2		экзамен
	Умеет писать письма делового характера	<b>Тема 5.7.</b> Написание письма делового характера.		2-3		экзамен
	Правильно	<b>Тема 5.8.</b>		1-2		экзамен

	употребляет настоящие времена	Употребление настоящих времен в речи.			
	Владеет правилами заключения договора	<b>Тема 5.9.</b> Заключение договора.	2-3		экзамен
	Рассуждает о прочитанном, делает выводы	<b>Раздел 6.</b> Цифровая печать.	1-2		экзамен
	Владеет техникой чтения с полным переводом	<b>Тема 6.1.</b> Применение цифровой печати.	1-2		экзамен
	Знает количественные числительные	<b>Тема 6.2.</b> Количественные числительные.	1-2		экзамен
	Излагает основную информацию по теме	<b>Тема 6.3.</b> Изготовление визиток, буклетов.	1-2		экзамен
	Правильно употребляет порядковые числительные	<b>Тема 6.4.</b> Порядковые числительные.	1-2		экзамен
	Излагает основную информацию по теме	<b>Тема 6.5.</b> Широкоформатная печать.	1-2		экзамен
	Употребляет предлоги времени в речи.	<b>Тема 6.6.</b> Употребление предлогов времени в речи.	1-2		экзамен
	Рассуждает о прочитанном, делает выводы	<b>Тема 6.7.</b> Преимущества и недостатки цифровой печати.	1-2		экзамен
	Употребляет предлоги времени в речи	<b>Тема 6.8.</b> Совершенствование навыков употребления предлогов времени.	1-2		экзамен

	Излагает основную информацию по теме	<b>Раздел 7.</b> Основные виды печатной продукции.		1-2		экзамен
	Владеет техникой чтения с полным переводом	<b>Тема 7.1.</b> Буклеты.		1-2		экзамен
	Употребляет “some”, “any” в речи.	<b>Тема 7.2.</b> Употребление “some”, “any” в речи.		1-2		экзамен
	Излагает основную информацию по теме	<b>Тема 7.3.</b> Каталоги, брошюры.		1-2		экзамен
	Употребляет “someone”, “anyone”, “something”, “anything”.	<b>Тема 7.4.</b> Употребление “someone”, “anyone”, “something”, “anything”.		1-2		экзамен
	Владеет техникой чтения с полным переводом	<b>Тема 7.5.</b> Плакаты.		1-2		экзамен
	Владеет тематической лексикой	<b>Тема 7.6.</b> Использование тематической лексики и грамматики по теме		1-2		экзамен
	Излагает основную информацию по теме	<b>Раздел 8.</b> Оформление книг.		1-2		экзамен
	Владеет техникой чтения, умеет отвечать на вопросы	<b>Тема 8.1.</b> История книгопечатания.		1-2		экзамен
	Употребляет структуры “used	<b>Тема 8.2.</b> Употребление структуры		1-2		экзамен

		to do” в речи.	“used to do” в речи.				
		Излагает основную информацию по теме	<b>Тема 8.3.</b> Оформление книг.		1-2		экзамен
		Употребляет “used to do” и Past Simple.	<b>Тема 8.4.</b> Случаи употребления “used to do” и Past Simple.		1-2		экзамен
		Рассуждает о прочитанном, делает выводы	<b>Тема 8.5.</b> Работа дизайнера и иллюстратора.		1-2		экзамен
		Владеет основной информацией по теме	<b>Раздел 9.</b> Форма, размер и пространство в графическом дизайне.		1-2		экзамен
		Владеет лексической терминологией по теме	<b>Тема 9.1.</b> Значение формы в графическом дизайне.		1-2		экзамен
		Знает степени сравнения прилагательных	<b>Тема 9.2.</b> Степени сравнения прилагательных		1-2		экзамен
		Рассуждает о прочитанном	<b>Тема 9.3.</b> Значение цвета в графическом дизайне.		1-2		экзамен
		Знает степени сравнения прилагательных -исключений	<b>Тема 9.4.</b> Степени сравнения прилагательных. Слова-исключения.		1-2		экзамен
		Умеет отвечать на вопросы, вести дискуссию	<b>Тема 9.5.</b> Значение пространства в дизайне.		1-2		экзамен
		Владеет основной информацией по теме	<b>Раздел 10.</b> Дизайн торговой марки компании.		1-2		экзамен
		Владеет техникой чтения, умеет отвечать на	<b>Тема 10.1.</b> Определение сути торговой марки		1-2		экзамен

	вопросы					
	Употребляет страдательный залог настоящего времени	<b>Тема 10.2.</b> Страдательный залог настоящего времени.		1-2		экзамен
	Владеет техникой чтения с полным переводом текста технического характера	<b>Тема 10.3.</b> Дизайн торговой марки, ее образ и характер.		1-2		экзамен
	Умеет задавать вопросы, используя страдательный залог	<b>Тема 10.4.</b> Вопросительные предложения в страдательном залоге.		1-2		экзамен
	Умеет отвечать на вопросы, вести дискуссию	<b>Тема 10.5.</b> Форма и содержание торговой марки. Логотип.		1-2		экзамен
	Употребляет страдательный залог в прошедшем времени.	<b>Тема 10.6.</b> Страдательный залог в прошедшем времени.		1-2		экзамен
	Владеет основной информацией по теме	<b>Раздел 11.</b> Дизайн упаковочной продукции.		1-2		экзамен
	Умеет отвечать на вопросы, вести дискуссию	<b>Тема 11.1.</b> Как разработать дизайн упаковки.		1-2		экзамен
	Употребляет модальные глаголы “can”, “may”.	<b>Тема 11.2.</b> Употребление модальных глаголов “can”, “may”.		1-2		экзамен
	Владеет	<b>Тема 11.3.</b>		1-2		экзамен

	переводом текста публицистического характера	Оригинальные идеи упаковок.				
	Употребляет модальные глаголы “must”, “need to”, “ought to”, “need”, “should”.	<b>Тема 11.4.</b> Употребление модальных глаголов “must”, “need to”, “ought to”, “need”, “should”.		1-2		экзамен
	Умеет отвечать на вопросы, вести дискуссию	<b>Тема 11.5.</b> Продающий дизайн упаковки.		1-2		экзамен
	Владеет основной информацией по теме	<b>Раздел 12.</b> Реклама.		1-2		экзамен
	Владеет переводом текста публицистического характера	<b>Тема 12.1.</b> Виды рекламной продукции.		1-2		экзамен
	Употребляет условные предложения в речи	<b>Тема 12.2.</b> Условные предложения в речи.		1-2		экзамен
	Умеет отвечать на вопросы по теме, вести дискуссию	<b>Тема 12.3.</b> Рекламно-полиграфическая продукция.		1-2		экзамен
	Употребляет союзы в придаточных предложениях	<b>Тема 12.4.</b> Союзы в придаточных условия.		1-2		экзамен
	Владеет лексическим минимумом по теме, употребляет его в речи	<b>Тема 12.5.</b> Рекламно-сувенирная продукция.		1-2		экзамен

	Употребление правильно времена при образовании условных предложений	<b>Тема 12.6.</b> Употребление времен при образовании условных предложений.		1-2		экзамен
	Умеет отвечать на вопросы по теме	<b>Тема 12.7.</b> Наружная реклама.		1-2		экзамен
	Владеет правилами согласования времён в письменной речи	<b>Тема 12.8.</b> Согласование времен в письменной речи.		1-2		экзамен
	Умеет отвечать на вопросы, вести дискуссию	<b>Тема 12.9.</b> Этапы изготовления рекламной продукции.		1-2		экзамен
	Владеет правилами согласования времён в косвенной речи	<b>Тема 12.10.</b> Косвенная речь и согласование времен.		1-2		экзамен
	Владеет основной информацией по теме, лексическим минимумом	<b>Тема 12.11.</b> Методы брендинга.		1-2		экзамен

## РЕЗУЛЬТАТЫ ОСВОЕНИЯ ДИСЦИПЛИНЫ

Результатом освоения программы дисциплины является овладение обучающимися общими (ОК) компетенциями:

### Типовые задания для текущего контроля успеваемости Комплект тестовых заданий

#### Раздел 1. История развития графического дизайна.

##### *Задание для устного опроса по темам*

- 1) When did the term “graphic design” appear?
- 2) When did Frank Mason Robinson create the classic Coca Cola logotype?
- 3) When did new styles and technologies emerge rapidly?
- 4) When did the digital revolution come?
- 5) Did advertising exist in ancient times?
- 6) When did photography begin replacing illustrations in graphic design?
- 7) What did post-modernism bring to design?
- 8) Do develop and what graphic produce designers?
- 9) Gather do relevant how information designers?
- 10) Designers a what to time do devote considerable?
- 11) Graphic why use computer designers do packages software?
- 12) The design who designers do the present completed?
- 13) Sketches do how graphic or prepare designers layouts?
- 14) In what ways are independent schools different from state schools?
- 15) What are the most common rules in British schools?
- 16) Is school in Russia different from school in Britain? In what way?
- 17) What are the advantages and disadvantages of both systems?
- 18) What type of school do you go to?
- 19) What subjects do you study? What are your favourite ones? What do you do at those lessons?
- 20) What’s the school year like?
- 21) What’s your school day like?
- 22) What are the rules and the punishments at/in your school? Do you agree with all of them?
- 23) How many exams do you take? In what subjects? Do you think that they are necessary?
- 24) Does your school offer any activities outside the normal time-table (extra activities)? Do you take part in any of them?
- 25) Are there any special traditions at/in your school? What are they? What do you do on those days?
- 26) What do you think your job will be? What would you like to do when you finish school?

#### Раздел 2 Профессия дизайнер

##### *Задание для устного опроса по темам*

1. Who can graphic designers be employed by?
2. Why do all designers face frustration?
3. What must graphic designers be familiar with?
4. What do designers show to employers?



5. Why do designers need to be well-read, open to new ideas and influences?
6. Why will graphic designers with Web site design and animation be especially needed?
7. What skills are important for designers?
8. Skills that are important for designers.
9. The areas of graphic design to specialize in.
10. Computer graphics and design software.
11. What is the role of mass media in the life of contemporary society?
12. What is implied under the term "mass media"?
13. What do you know about the Internet?
14. What can you say about the press?
15. When did the first newspapers appear in England?
16. What was the first English daily?
17. What role do newspapers play today?
18. Are British newspapers homogeneous?
19. In what way do quality newspapers differ from the popular ones?
20. What quality newspapers can you name?
21. What information do quality newspapers contain?
22. What are popular newspapers?
23. When did the first newspapers appear in America?
24. How can American newspapers be classified?
25. Does a national press exist in the USA?

### **Раздел 3 Искусство в России и зарубежных странах.**

#### ***Задание для устного опроса по темам***

1. Do develop and what graphic produce designers?
2. Gather do relevant how information designers?
3. Designers a what to time do devote considerable?
4. Graphic why use computer designers do packages software?
5. The design who designers do the present completed?
6. Sketches do how graphic or prepare designers layouts?
7. What is the first step in developing a new design?
8. What do graphic designers produce?
9. What factors do graphic designers consider?
10. How do designers gather relevant information?
11. How do graphic designers prepare sketches or layouts?
12. When does the employee have to pay the deductible?
13. Who do they present the completed design to?
14. Why do graphic designers use specialized computer software packages?
15. How much is the deductible depending on the plan?
16. Various techniques used by graphic designers.
17. Specialized computer software packages that help designers to develop their designs.

18. The most effective ways to solve communications problems by graphic designers.
19. What is another type of health care available to many workers?
20. What is an HMO?
21. Why do HMOs emphasize preventive health care?
22. How do citizens who cannot afford private medical insurance receive medical coverage?
23. What is Medicaid?
24. What varies greatly from state to state?
25. Why has the government decreased Medicaid services?
26. How has the government decreased them?

#### ***Раздел 4 Культура и традиции страны изучаемого языка.***

##### ***Задание для устного опроса по темам***

1. Why factors designers consider internal do and external?
2. Why investments in design of poster and show bills so profitable are?
3. What the most type is of advertising printings popular?
4. What magazines the role of a is cover for books and?
5. What a company is the best solution to differentiate?
6. What is a necessary attribute for a business person?
7. What are the most popular and effective methods to advertise the products to customers?
8. Why are printings so important for big companies?
9. What are the ways to attract numerous clients?
10. What role do prospects, catalogues and menus play for companies?
11. What technologies do graphic designers use to satisfy their clients?
12. The role of printings in modern life.
13. The most popular types of advertising printings.
14. Promotional leaflets created by graphic designers.
15. What is the main way in photo design to influence visitors and potential clients?
16. What do comics feature?
17. What is the main function of cards?
18. What will enhance the image of a company and its respectability?
19. What can working in book design mean?
20. What programs are used for layout of full books?
21. Is it possible to classify Russian newspapers into quality and popular?
22. Are there a lot of magazines in Russia today?
23. When did radio appear?
24. Did it take radio long to be a reality?
25. Has radio lost its importance with the appearance of TV and the Internet?
26. When was TV invented?

#### **Раздел 5 Деловая переписка, деловые переговоры**

***Задание для устного опроса по темам***

1. Why has concrete been wide spread for so long?
2. What's reinforced concrete?
3. What material is used for skyscrapers? Why?
4. Which metals and alloys popular in design do you know?
5. Which are the possible ingredients of glass?
6. What's the history of the term 'plastic'?
7. Which materials are considered natural/synthetic? Give examples.
8. Are fabrics used in modern architecture?
9. Which types of dwelling are built from clay?
10. What's the main disadvantage of rock?
11. What makes thatch a popular building material?
12. Which materials can be made out of wood?
13. Why does wooden architecture remain popular?
14. What factors influence wood quality?
15. What's concrete used for?
16. A placement of objects according to visual weight.
17. The ultimate goal of decorating a room.
18. The most common shapes in our homes.
19. What do the brothers do after a warm-up and a chat?
20. What does the child like to wear?
21. Why does the boy enjoy his trip to Daniel's school?
22. Is he fussy about his food?
23. Does the boy find his days boring?
24. How does he spend the afternoons?
25. Whom does he enjoy visiting most? Why?
26. When does the boy go to bed?
27. Is he a TV addict?
28. How does the boy entertain himself at bathtime?
29. What does he do before the light goes out?
30. What museum in the UK you would like to visit?
31. What was the last Museum you visited?
32. What libraries do you use? What are the advantages and disadvantages of online libraries?
33. Do you like American cinema? What was the last movie you saw?
34. What do you know about theatres in the UK?

35. What theater in Russia do you consider the best, most famous?
36. Do you play sports? What is your favorite sport?
37. How do you get information? Do you watch TV, read Newspapers or search for it on the Internet?
38. What do you know about television and newspapers in the UK and USA? Tell us about your favorite TV channel, newspaper or magazine.

## **Раздел 6 Цифровая печать**

### ***Задание для устного опроса по темам***

1. What is the usual path in designing album cover art?
2. What is the decisive argument that can help a customer to make the final decision?
3. Why are shapes at the root of graphic design?
4. What is the key to successful graphic design?
5. How will negative space impact a design?
6. What is the most useful tool for shape creation?
7. What do form and space imply?
8. What forms are called two dimensional?
9. What forms are called three dimensional?
10. What can lead to the desired result?
11. Shapes are at the root of graphic design.
12. The ways to categorize form and shape.
13. Current graphic software.
14. What do the brothers do after a warm-up and a chat?
15. What does the child like to wear?
16. Why does the boy enjoy his trip to Daniel's school?
17. Is he fussy about his food?
18. Does the boy find his days boring?
19. How does he spend the afternoons?
20. Whom does he enjoy visiting most? Why?
21. When does the boy go to bed?
22. Is he a TV addict?
23. How does the boy entertain himself at bathtime?
24. What does he do before the light goes out?
25. What museum in the UK you would like to visit?

## **Раздел 7 Основные виды печатной продукции**

### ***Задание для устного опроса по темам***

1. What does professional branding include?
2. What is brand from a legal side?

3. What does “Business week” regularly publish?
4. When was the idea of branding as a way of product definition greatly developed?
5. What is one of the main promotional and marketing instruments of any modern company?
6. What is the purpose of corporate ID?
7. What do logo and trademark convey?
8. How can a client recognize a product of a company?
9. What date is it today?
10. What is the date today?
11. What is today’s date?
12. What month is it?
13. What month are we in?
14. When will you arrive to Tokyo?
15. When was the Battle on the Ice fought?
16. What time is it (now)?
17. What is the time? – *Который час?*
18. Could you tell me the time, please?
19. What time does the train leave?
20. When does the train leave?
21. What was the last Museum you visited?
22. What libraries do you use? What are the advantages and disadvantages of online libraries?
23. Do you like American cinema? What was the last movie you saw?
24. What do you know about theatres in the UK?
25. What theater in Russia do you consider the best, most famous?
26. Do you play sports? What is your favorite sport?
27. How do you get information? Do you watch TV, read Newspapers or search for it on the Internet?
28. What do you know about television and newspapers in the UK and USA? Tell us about your favorite TV channel, newspaper or magazine.

### **Раздел 8 Оформление книг.**

#### ***Задание для устного опроса по темам***

1. Why aren’t non-profit organizations typical advertising clients?
2. What is the main purpose of designing advertisements?
3. What are the major types of advertising?
4. What is the most effective mass-market advertising format?
5. What effects can an advertiser use to persuade you go out and buy something?
6. What is a new format of advertizing that is growing rapidly?
7. Can we confirm that advertising is a powerful educational tool capable of reaching and motivating large audiences?
8. What is public service advertising?
9. The process of devising names for products.
10. An ideal brand name.

11. Can you devote yourself full-time to devising names.
12. What kind of responsibility for health care has the US evolved today

### **Раздел 9 Форма, размер, пространство в графическом дизайне**

#### *Задание для устного опроса по темам*

- 1) What is packaging as a coordinated system?
- 2) What is package labelling?
- 3) What natural materials did the first packaged use?
- 4) What objectives do packaging and package labelling have?
- 5) What are technologies related to shipping containers?
- 6) What does package design start with?
- 7) What does package development involve?
- 8) What do three R's stand for?
- 9) Packaging – the science, art and technology.
- 10) Package design techniques.
- 11) Materials used in package industry.
- 12) What do some policies provide?
- 13) How much is the deductible depending on the plan?
- 14) What do some insurance plans offer?
- 15) What is another type of health care available to many workers?
- 16) What is an HMO?
- 17) Why do HMOs emphasize preventive health care?
- 18) What do medical experts credit HMOs with?
- 19) How many people did HMOs serve in 1987?
- 20) How do citizens who cannot afford private medical insurance receive medical coverage
- 21) What is Medicaid?
- 22) What varies greatly from state to state?
- 23) Why has the government decreased Medicaid services?
- 24) How has the government decreased them?

### **Раздел 10-11 Дизайн торговой марки компании, разработка, продвижение**

#### *Задание для устного опроса по темам*

1. What disciplines does the work of an interior designer draw upon?
2. What areas of design are becoming increasingly popular?
3. What does ergonomic design include?
4. What is green design?
5. What areas can designers specialize in?
6. The advantages of interior design profession.
7. How can interior designers create positive changes in people's lives?
8. Private and public interior spaces.

9. How many cold days are there in the year?
10. Are there three months in each season?
11. Is there a pencil in your hand now?
12. Is there any snow in the streets now?
13. Where do you live?
14. What is the difference between cities and villages?
15. What places are there in your city (town)?
16. What kinds of activities are there in your school?
17. Which picture is the view from your window?
18. Where is your school situated?
19. What transport has got only two wheels?
20. What is the most comfortable and the fastest way of travelling?
21. How many ways of travelling do you know?
22. What is your favourite kind of transport? Why?
23. Do you like to travel?
24. Do you prefer to travel by sea or by plane?
25. What can you see while travelling by car?
26. Have you got a watch? What time is it now?
27. What are you doing now?
28. What will you be doing this time tomorrow?
29. What were you doing at six o'clock in the evening yesterday?
30. If you were a millionaire, how would you spend your money?
31. If you were free today, where would you spend the day?
32. If friends come to visit you tonight, how will you entertain them?
33. What are you going to do tonight?

## **Раздел 12 Реклама**

### ***Задание для устного опроса по темам***

- 1) What is an interior designer responsible for?
- 2) What education is necessary for entry-level positions?
- 3) What are the main concerns of interior designers?
- 4) What can good design boost? Must interior designers be able to understand building and fire codes?
- 5) What types of building do interior designers plan?
- 6) Why do designers frequently collaborate with building contractors?
- 7) What problems faced programmers in the 1940's and 1950's?
- 8) Why were the first programs «complex» and «time-consuming»?
- 9) What are the basic functions of operating system?
- 10) What does the abbreviation DOS mean?
- 11) What company developed the first version of DOS operating system? For what purpose was it done? Was the new operational system successful?

- 12) What is the difference between the PC-DOS and MS-DOS?
- 13) What does the abbreviation NT stand for? Is NT DOS-compatible? What are the basic requirements for NT?
- 14) Who is the developer of OS/2?
- 15) What makes UNIX so different from the other operational systems?
- 16) What are the special features of Windows 95, Windows 98, Windows 2000?
- 17) Why did you decide to study at our University?
- 18) What professions do you know?
- 19) Which of them require the knowledge of foreign languages? 83. What is an interpreter?
- 20) What's the difference between an interpreter and a translator?
- 21) What's the difference between "to take an exam" and "to pass an exam"?
- 22) Which are the most prestigious professions today?
- 23) Science and technology constantly create new jobs. Can you name any of them?
- 24) Will people work less in the future? Why do you think so?
- 25) Experts say that we'll have to change jobs more often in the future? Do you know why?
- 26) Are you optimistic about the future? Are you fond of reading?

**Литература по учебной дисциплине**  
**ОП.06 Иностранный язык в профессиональной деятельности**  
**по профессии 54.01.20 Графический дизайнер**

Основная:

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8. <http://www.edu.ru>

### **Типовые задания для промежуточного контроля знаний и успеваемости обучающихся**

**ЭКЗАМЕНАЦИОННЫЕ БИЛЕТЫ** составлены на основе рабочей программы **ОП.06** Иностранный язык в профессиональной деятельности в соответствии с Федеральным государственным образовательным стандартом среднего профессионального образования по специальности 54.01.20 Графический дизайнер, и предназначены для проведения экзамена в группах СПО второго курса.

Для составления экзаменационных билетов выбраны темы, соответствующие основному содержанию программы.

Количество экзаменационных билетов соответствует количеству обучающихся в группе. Каждый билет состоит из двух вопросов.

Первое задание представляет собой чтение и перевод профессионального текста объемом 400 печатных знаков. Второе - составление монологического высказывания по заданной тематике.

Для подготовки ответа на вопросы билета студентам предоставляется 15 минут.

Оценивать ответ можно, исходя из максимума в 5 баллов за каждый вопрос и вывода затем средний балл на экзамен.

### **Комплект экзаменационных заданий**

**Задание №1 прочитайте и переведите текст**

#### **How the Past Influences the Present**

The history of graphic design can serve as an excellent source of inspiration, especially if you study how art and technological developments influenced certain designers. While the entire history of graphic design is way too long, here are some interesting details to note.

Advertising existed in ancient times. Egyptians wrote sales messages and designed wall posters on papyrus, while politicians in Pompeii and ancient Arabia created campaign displays.

The lines between graphic design, advertising, and fine art often blurred together until the mid-1800s. At that time, Henry Cole explained the importance of graphic design to his government (in

Great Britain) in the Journal of Design and Manufactures. Cole went on to become influential in the growth of design education. You can see an incredibly successful example of a logo as far back as 1885, when Frank Mason Robinson created the classic Coca Cola logotype. Yet the actual term “graphic design” didn’t appear until 1922, when it was coined by the type designer, illustrator, and book designer William Addison Dwiggins.

Throughout the 20th century, new styles and technologies emerged rapidly, each one exerting some influence on graphic design. For instance, the Bauhaus movement embraced mass production and the new machine culture after World War I; after World War II photography began replacing illustrations in most graphic design, and post-modernism brought new materials, bright colours, and humour to design. And of course, with computers came the digital revolution. Hopefully you’ll look further into some of these design movements. After all, who says Art Nouveau can’t be used in a digital format, and computer fonts can certainly recreate ancient calligraphy. Perhaps graphic designs of the past can help enhance your own work in original ways today.

### **Задание №2 ответьте на вопросы**

1. When did the term “graphic design” appear?
2. When did Frank Mason Robinson create the classic Coca Cola logotype?
3. When did new styles and technologies emerge rapidly?
4. When did the digital revolution come?
5. Did advertising exist in ancient times?
6. When did photography begin replacing illustrations in graphic design?
7. What did post-modernism bring to design?

### **Задание №3 прочитайте и переведите текст**

#### **Graphic designers**

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.

### **Задание №4 ответьте на вопросы**

1. Do develop and what graphic produce designers?
2. Gather do relevant how information designers?
3. Designers a what to time do devote considerable?
4. Graphic why use computer designers do packages software?
5. The design who designers do the present completed?
6. Sketches do how graphic or prepare designers layouts?

**Задание №5 прочитайте и переведите текст**  
**Work environment and professional training**

Work environment and professional training Working conditions and places of employment vary. Graphic designers employed by large advertising, publishing, or design firms generally work regular hours in well-lighted and comfortable settings. Designers in smaller design consulting firms and those who freelance generally work on a contract, or job, basis. They frequently adjust their workday to suit their clients' schedules and deadlines. Consultants and self-employed designers tend to work longer hours and in smaller, more congested, environments. Designers may work in their own offices or studios or in clients' offices. Designers who are paid by the assignment are under pressure to please existing clients and to find new ones to maintain a steady income. All designers sometimes face frustration when their designs are rejected or when their work is not as creative as they wish. Graphic designers may work evenings or weekends to meet production schedules, especially in the printing and publishing industries where deadlines are shorter and more frequent. Graphic designers must be familiar with computer graphics and design software. A bachelor's degree in graphic design is usually required. Creativity, communication, and problem-solving skills are important, as are a familiarity with computer graphics and design software. Jobseekers are expected to face keen competition; individuals with Web site design and animation experience will have the best opportunities. Graphic designers must keep up with new and updated computer graphics and design software, either on their own or through formal software training programs. Graphic designers must be creative and able to communicate their ideas visually, verbally, and in writing. They also must have an eye for details. Designers show employers these traits by putting together a portfolio - a collection of examples of a person's best work. A good portfolio often is the deciding factor in getting a job.

**Задание №6 ответьте на вопросы**

1. Who can graphic designers be employed by?
2. Why do all designers face frustration?
3. What must graphic designers be familiar with?
4. What do designers show to employers?
5. Why do designers need to be well-read, open to new ideas and influences?
6. Why will graphic designers with Web site design and animation be especially needed?
7. What skills are important for designers?

**Задание №7 прочитайте и переведите текст**  
**Printings**

Printings comprise an essential part of the company corporate image. Designers use only state-of-the-art technologies and consider all internal and external factors in order to reach the effect clients are aspiring to in their concept implementation. Promotional leaflets are one of the most popular and effective methods to advertise the products to customers. Booklets. Combining all cost-effective advantages and high information value, booklets are one of the most efficient and wide-used types of advertising printings. Graphic designers create booklets that combine clear informational content with beautiful layout and design. Prospects, menus and catalogues.

Well-designed multi-illustration prospect, menu or catalogue will work for the company image for a very long time, making it stand out among other peers and attracting new clients. Designers can create colourful printings that exceed all client's expectations.

Posters and show bills. Hundreds or even thousands of people can see them, that is why investments in design and development of posters and show bills are so profitable. Graphic designers create high quality products that will help you become popular.

Calendars are the most popular type of advertising printings. There is no better practical business gift than a calendar. Designers can create a calendar with a company logo, which clients and partners will remember for a long time. Invitation and greeting cards. Designers create cards that will satisfy all your needs.

Book and magazine layouts. Qualitative print and informative texts are not enough for the modern reader. Creative design, illustrations and pictures are also important for the consumer, they to attract a huge audience of readers. Covers for books, magazines, audio and video. Cover must attract consumer's attention and have an informative content. Designers help to make the products attractive for clients.

Diplomas, certificates and muniments. Your clients are aware that diplomas, certificates and muniments suggest qualitative competitive abilities of any company or enterprise. Folders, blanks, envelopes. High quality printing products with your logo deliver a corresponding image for you. They will attract numerous clients, who will recognize your company at one glance at a folder, blank or envelope.

Business cards are a necessary attribute for a business person. Creative and unique design for your business card is the best solution to differentiate your company.

#### **Задание №8 ответьте на вопросы**

1. Why factors designers consider internal do and external?
2. Why investments in design of poster and show bills so profitable are?
3. What the most type is of advertising printings popular?
4. What magazines the role of a is cover for books and?
5. What a company is the best solution to differentiate?

#### **Задание №9 прочитайте и переведите текст**

##### **Designing Album Cover Art**

Many designers who work on album cover art work on a freelance basis and are hired on a per-project basis. If you want to work as a freelance designer, you may find you have to start out designing a few albums covers for free to build up a portfolio of work. Once you get started, if people are pleased with what you're producing, then you will likely find that most of your work comes to you through referrals. Not all designers are freelancers, however, and some record labels have graphic designers on staff to handle these responsibilities in-house. Education in graphic design is the usual path into designing album cover art. You need familiarity with graphic design software programs and the basics of design. You'll also need to learn how to communicate properly with printers about colours, paper, and other facets of your final design so that the printing comes out as everyone envisioned it. Obviously, you need some creative ability and familiarity with music is a must - most genres have a typical "feel" for the kind of cover art they use, and you should be able to listen to music and come up with a design that compliments it. Unlike some other jobs in music, pay for designers doesn't change depending on how many copies an album sells.

That can be a good thing AND a bad thing. Unless you are a designer on staff at a label, you will be working on a per campaign basis, charging one flat fee for your work. As you get started, you will likely have to do a few jobs for free to get a foot in the door. The exact pay varies wildly depending on the kinds of labels and artist you work with, and as you work, you'll get a feel for the going rate in your sphere. You can charge different rates depending on the amount of work involved.

#### **Задание №10 ответьте на вопросы**

1. What is a necessary attribute for a business person?
2. What are the most popular and effective methods to advertise the products to customers?
3. Why are printings so important for big companies?

4. What are the ways to attract numerous clients?
5. What role do prospects, catalogues and menus play for companies?
6. What technologies do graphic designers use to satisfy their clients?

### **Задание №11 прочитайте и переведите текст**

#### **Illustrations and photo design**

Illustration is irreplaceable to boost promotion and recognition of your business among clients and partners. Illustration and photo will enhance your company image and respectability.

Illustrations for books, newspapers and magazines. Illustration is wizardry, and designers bring a touch of magic to book, newspaper and magazine pages. Cards are the right way to congratulate colleagues, clients or partners, and to remind of your company. A colourful bright card in an original envelope with an exclusive design and elements of your corporate style will leave an unforgettable impression about your company.

Comics often feature different fairy tale characters, sometimes such characters are even represented allegorically. A graphic designer is ready to create for you characters you need and to represent them graphically in any file format. Caricatures. When developing a creative concept for advertising campaign, it is often necessary to introduce a character, who will serve as a basis for all ad strategy. Sometimes such characters are presented as pictures or interactive caricatures.

Designers can create impressive caricatures of any individuals or characters you require. Photo design. A high-quality picture is the main way to influence your visitors and potential clients. You can use hundreds of words to describe and list all the advantages, but visual look of the thing, interior or architectural object is the decisive argument that can help a customer to make the final decision and consider your company. Designers will help you improve the picture by means of creating a unique presentation of your product via photo.

#### **Задание №12 ответьте на вопросы**

1. What is the main way in photo design to influence visitors and potential clients?
2. What do comics feature?
3. What is the main function of cards?
4. What will enhance the image of a company and its respectability?
5. What can work in book design mean?
6. What programs are used for layout of full books?
7. What is the usual path in designing album cover art?
8. What is the decisive argument that can help a customer to make the final decision?

### **Задание №13 прочитайте и переведите текст**

#### **Designing Album Cover Art**

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for the find of cover art they use, and you should be able to listen to music and come up with a design that compliments it. Unlike some other jobs in music, pay for designers doesn't change depending on how many copies an album sells.

That can be a good thing AND a bad thing. Unless you are a designer on staff at a label, you will be working on a per campaign basis, charging one flat fee for your work. As you get started, you will likely have to do a few jobs for free to get a foot in the door. The exact pay varies wildly depending on the kinds of labels and artist you work with, and as you work, you'll get a feel for the going rate in your sphere. You can charge different rates depending on the amount of work involved.

#### **Задание №14 ответьте на вопросы**

1. What is a necessary attribute for a business person?
2. What are the most popular and effective methods to advertise the products to customers?
3. Why are printings so important for big companies?
4. What are the ways to attract numerous clients?
5. What role do prospects, catalogues and menus play for companies?
6. What technologies do graphic designers use to satisfy their clients?

#### **Задание №15 прочитайте и переведите текст**

##### **Form, Shape and Space in graphic design**

Shapes are at the root of graphic design. They are figures and forms that make up logos, illustrations and countless other elements in all types of designs. Using shapes properly is one of the keys to successful graphic design. The form, colour, size and other characteristics for the shapes in a layout can determine its mood and message. Soft, curved and rounded shapes are perceived differently than sharp, angled shapes. The “white space” or negative space left between shapes will also significantly impact a design. Experimentation and altering of shapes within a design can ultimately led to the desired result. Current graphics software has transformed the way graphic designers can deal with shapes. Adobe Illustrator is the most useful tool for shape creation and manipulation. Simple shapes such as circles, squares and triangles can be created with a click and drag of the mouse. Adjusting lines and curves using the tools in Illustrator and similar programs can create more complex shapes, of limitless dimensions. Colours, patterns, opacity and other characteristics of shapes can easily be altered. It is important for designers to master the shape tools within their favourite software, as almost any shape that can be imagined can now be created. Form and shape are areas or masses which define objects in space. Form and shape imply space; indeed, they cannot exist without space. There are various ways to categorize form and shape. Form and shape can be thought of as either two dimensional or three dimensional. Two-dimensional form has width and height. It can also create the illusion of three-dimension objects. Three-dimensional shape has depth as well as width and height. Form and shape can also be described as either organic or geometric. Organic forms such as these snow-covered boulders typically are irregular in outline, and often asymmetrical. Organic forms are most often thought of as naturally occurring. Shape is an area enclosed by a line. It visually describes an object. It is two-dimensional with height and width. Shapes can be

geometric with straight edges and angles, such as squares, rectangles, or triangles or circles; or they can be organic with ir-regular and curvilinear lines. Organic shapes are found in nature seashells, flower petals, insects, animals, people

#### **Задание №16 ответьте на вопросы**

1. Why are shapes at the root of graphic design?
2. What is the key to successful graphic design?
3. How will negative space impact a design?
4. What is the most useful tool for shape creation?
5. What do form and space imply?
6. What forms are called two dimensional?

**Задание №17 прочитайте и переведите текст**

Professional branding is a complicated and multilevel process of a brand or a trade mark creation and promotion including target market analysis, advertising actions, brand positioning means, naming, visual brand images, brand strategy, analysis of marketing efficiency. Marketing terms "brand" and "branding" derive from English "brand" which throws back to Norse "brandr", which means "fire, to burn". Brand is a complex of information about a company, goods, service, including a name, a logotype, corporate style allowing consumers to define it among multiple competitors, creates its image and reputation at the market of goods and services. From the legal side brand is a trade mark,

defining a producer and belonging to him. Some authors consider a brand to be a complex of copyright objects, such as a trade mark and a corporate name. A brand includes the following components:

1. trade mark name (naming),
2. logotype, symbolizing some goods, service or company,
3. corporate style – colours and fonts.

Brand can be a sell and buy object. "Business week" regularly publishes the prices of the leading brands, where the first ten is Coca-Cola, Google and Microsoft. Each of them costs more than fifty billion of dollars. The idea of branding as a way of product definition was greatly developed in the late XXth century when there appeared high competition and lots of similar products and services. And nowadays the modern market is constant fighting of brands.

The more original and individual the brand is the more competitive the product. Now branding is a strong marketing tool, allowing to form a customer's certain emotional perception of a product, which influences its image, its reputation and of course, the demand for it.

**Задание №18 Ответьте на вопросы**

1. What does professional branding include?
2. What is brand from a legal side?
3. What does "Business week" regularly publish?
4. When was the idea of branding as a way of product definition greatly developed?
5. What is one of the main promotional and marketing instruments of any modern company?
6. What is the purpose of corporate ID?
7. What do logo and trademark convey?
8. How can a client recognize a product of a company?

**Задание №19 прочитайте и переведите текст****Corporate identity**

Corporate identity is one of the main promotional and marketing instruments of any modern company. If selected in a proper way, corporate identity sometimes becomes the most important factor for success. Your corporate ID, designed by professionals, will multiply the effectiveness of your promotional campaigns, will enhance the reputation and popularity of your business in the market, and will win the trust of clients and partners. Here is a full range of services in corporate identity design: Trademarks, Logos, Corporate colour scheme, Type set, Business cards, Stationery, letterhead, Bill and fax forms, Envelopes (European standard, A4, A5), Folders, Website design, adding corporate elements to the existing website, Multimedia presentations, Promotional gifts (pens, notepads, ash-trays, etc.).

Corporate identity may also include upon customer's request: Press release. Press releases will concisely inform on events, promotional campaigns, and competitions held by the company, and are crucial for the company image. Advertising article. Remember able advertising articles will enhance the level of your business.

Slogan.

Slogan is a nameable short message, carrying advertising information about the company, product or service. Advertising slogan is used to promote a product or service to the market. Image slogan aims to raise the recognizability of the company or its brand. Naming (name of the company, site, and trademark). Naming is extremely important for the company, project or trademark since it greatly influences company's image. Promotional printings (booklets, catalogues, calendars,

**Задание №20 ответьте на вопросы**

1. What was M. Gotta asked to promote?
2. Was the name "Katzenschmaus" pleasant to the ear?
3. How old is M.Gotta?
4. What famous names are created by M. Gotta?
5. What does Manfred Gotta do?
6. How much does he charge for a name which is to nationally?
7. How does he devise names?
8. What is an ideal brand name?
9. What products does he create names for?
10. Have you ever heard about this wordsmith?

**Задание №21 прочитайте и переведите текст**

**Graphics - the most ancient form of art that exists to this day.**

The first graphic works appeared at the earliest stages of development of human society, when the ancient man scratched the images on the stones and walls of caves, on bone plates. Creating his first drawings, which recorded not only any events and the world, but also for a long time served as a means of communication between people, primitive man laid the Foundation for the art of graphics.

For a long time graphic images had no independent value and served only as decoration of the house or objects.

With the advent of writing graphics began to be purely decorative and widely used in handwritten books, parchments, letters for decoration or explanation of the text, and the very creation of fonts was reborn in the great art.

The term "graphics" was originally used only in relation to writing and calligraphy, as it was the basis for the creation of handwritten texts.

The term "graphics" was originally used only in relation to writing and calligraphy, as it was the basis for the creation of handwritten texts.

Then the graphics was defined as art, which is based on the line, the contrast of black and white.

Graphics (from Greek. "grapho" — "I write") — visual art, including drawing and works of art, based on the art of drawing, but having their own expressive means and visual capabilities.

Color in graphics is not the main thing, as for example in painting, but here it plays an auxiliary role

The only difference between graphic works and painting is the material. It will always be, pencil, ink, pen, pastel, charcoal, various sauces, sometimes as additional materials used watercolor and gouache. But here the color is not the main and auxiliary role, shading or, conversely, highlighting the individual elements of the picture.

**Задание №22 ответьте на вопросы**

1. What is an interior designer responsible for?
2. What education is necessary for entry-level positions?



3. What are the main concerns of interior designers?
4. What can good design boost?
5. Must interior designers be able to understand building and fire codes?
6. What types of building do interior designers plan?
- 7.

**Задание №23 прочитайте и переведите текст**

It is believed that the design originated in the era of industrial production. Graphic design at first meant artistic editing of text and images on a printed page to form a visual and verbal image for the purpose of informing and entertaining the reader. With the advent of color printing in the late XIX century, graphic design has become a separate art form. In the production of mass printed products and advertising at that time were involved mainly people who usually do not have art education. The situation changed in the first half of the twentieth century. European artists quickly responded to advances in science and technology and were the first to make radical changes.

Today, professionals have several schools that, one way or another, influenced the development of graphic design. The most notable were the American advertising graphics that existed in the thirties-fifties of the last century and the twenties of Russian constructivism, the seventies – the Swiss school of graphics of the sixties - the Polish school of poster, as well as the Japanese school of poster – 60-80 years of the twentieth century. Undoubtedly worthy of mention and some other schools of graphics and poster – English, Finnish, German, French, Dutch and others. Nascent schools of Internet design have roots in all countries, and there is a chance to hope that the Russian school of design in this new field will achieve such high results as Western schools. The main directions of the new flow of design were the creation of banners and websites.

Modern times marked the emergence of the world organization of graphic design, which has the abbreviation ICOGRADA. There is also an international Council of graphic design associations, and in our country – the Academy of graphic design.

**Задание №24 ответьте на вопросы**

1. Why do designers frequently collaborate with building contractors?
2. What problems faced programmers in the 1940's and 1950's?
3. Why were the first programs «complex» and «time-consuming»?
4. What are the basic functions of operating system?
5. What does the abbreviation DOS mean?
6. What company developed the first version of DOS operating system?

**Задание №25 прочитайте и переведите текст**

At all times, people sought to improve the beauty of their homes, clothes and even the environment to be able to stay in harmony with nature and yourself. Someone made masterpieces with their own hands, and someone asked for help from professionals who can create incredible views. In today's world, the specialization of such people is known as the profession of designer.

Who is the designer? Despite the fact that the designer profession has become really popular and in demand only in the twentieth century, the name itself has a long history. Its origins date back to the era of the Italian Renaissance, when the word "disegno" meant drawings and projects that were the basis of the idea. Depending on the type of activity of a design specialist, there are several main branches of this profession: industrial (design and creation of household appliances, transport, tools, furniture);

Environment design (creation of interiors, design of buildings, plots); graphic (creation of trademarks and signs, commercials using computer graphics); 3D-design (creating animations, presentations, layouts using special computer programs); landscape (works related to the design of land, parks, gardens);

Design of clothes, shoes and accessories. Design objects are present everywhere and in everything that surrounds us. In addition to the now popular specialists in the creation of clothing and interior, in the modern world are widely in demand developers of jewelry, accessories, utensils, furniture, etc. In a word, the object of design can be anything – from a needle to an airplane, every talented artist can become a designer to become a specialist in this field and have a stable financial income, it is necessary to possess such qualities and skills as: Observation; Creative thinking; Developed imagination; Sociability; Ability to work with a large amount of information; Patience; Ability to work in a team; a sense of tact in dealing with customers.

**Задание №26 ответьте на вопросы**

1. Was the new operational system successful?
2. What is the difference between the PC-DOS and MS-DOS?
3. What does the abbreviation NT stand for?
4. Is NT DOS-compatible?
5. What are the basic requirements for NT?
6. Who is the developer of OS/2?

**Задание №27 прочитайте и переведите текст**

Graphic design is versatile. It may embrace a multitude of diverse design-related industries. However, on the whole design encompasses services provided by professional artists, designers and image makers. We think graphic design is not just a beautiful visual representation, but a science in its own right, with its own philosophy and history. It marries painter's art and

analyst's precision. After all, any graphic design, operating non-verbal and visual symbols, may exert great influence on the audience.

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

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**Задание №28 ответьте на вопросы**

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2. Gather do relevant how information designers?

3. Designers what to time to devote considerable?
4. Graphic why use computer designers do packages software?
5. The design that designers do the present completed?
6. Sketches do how graphic or prepare designers layouts?

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**Задание №30 ответьте на вопросы**

1. What makes UNIX so different from the other operational systems?
2. What are the special features of Windows95, Windows98, Windows 2000?
3. Why did your decide to study at our University?
4. What professions do your know?
5. Which of them require the knowledge of foreign languages? 83. What is an interpreter?
6. What's the difference between an interpreter and a translator?

**Задание №31 прочитайте и переведите текст**

Graphic design is an extensive field of activity and an integral part of the modern world, the creation of a visual language. Graphic design may use different means, be digital or printed, may include photographs, illustrations or other types of graphics. The design can attract attention for just a minute, and can flash before your eyes. If you look around you will see many examples: product labels, packaging, book covers, TV screensavers, magazines and billboards — all created by a graphic designer. The scale of the project, on which the graphic designer is working, can be quite small — a postage stamp, and global — navigation design for the whole state. Graphic designers help organize visual information so that it reaches the consumer. Road signs, textbook design, letterhead — it is the graphic designer who solves the problem of accurate and timely communication of information. Proper design of the text helps to make it easy to understand. The first works in the genre of graphic design — posters,

billboards and other types of printed information — entered the lives of people for a long time. But now in the Arsenal of this professional should be the latest technology to create video graphics, 3d and animation. For successful work in the field of graphic designer professional skills are important, as well as features of personal development. It is necessary not only to think creatively, but to be able to work with a large array of information, organize your own time, prioritize, focus on customer requirements and know the trends in the profession.

**Задание №32 ответьте на вопросы**

1. What is the first step in developing a new design?
2. What do graphic designers produce?
3. What factors do graphic designers consider?
4. How do designers gather relevant information?
5. How do graphic designers prepare sketches or layouts?
6. Who do they present the completed design to?
7. Why do graphic designers use specialized computer software packages?

**Задание №33 прочитайте и переведите текст**

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**Задание №34 ответьте на вопросы**

1. What's the difference between " to take an exam" and " to pass an exam" ?
2. Which are the most prestigious professions today?
3. Science and technology constantly create new jobs. Can you name any of them?
4. Will people work less in the future? Why do you think so?
5. Experts say that we'll have to change jobs more often in the future? Do you know why?
6. Are you optimistic about the future? Are you fond of reading?

**Задание №35 прочитайте и переведите текст**

Who is an Illustrator? First of all, an Illustrator is an artist. And in the broadest sense of the word. Cartoons, commercials, drawings in books, graphics in computer games, movies, Wallpapers, website designs, postcards – it's all the work of the Illustrator. Although the profession is one, it is divided into many branches.

The profession of Illustrator is in great demand in book publishing houses and editorial offices, design studios and advertising companies.

Career growth of the Illustrator is very diverse. The artist can lead a creative group, open his own advertising company, become the head of an art Agency and even achieve worldwide fame. It all depends on the talent, aspirations and ability to do business, as in any other profession.

The pros and cons of the profession like any other activity, the profession of Illustrator has pros and cons. The first can be attributed to the following: No binding to the workplace. The Illustrator does not need to go to the office every day, and not only can he work at home, but also travel without violating the deadlines of the project. Opportunity to be creative. Any artist paints pictures with love, having pleasure. Vacation at any time of the year. There is no schedule, only the deadline for delivery of the order and discussion on the course of implementation. You can start at any time. If you are not 20 – this is not a reason to say goodbye to your career as an Illustrator.

Cons: Criticism. Not all creative people are able to tolerate criticism, even if it is constructive. Last minute terms. If inspiration has not visited the artist, there are times when you have to finish something in a panic. The same applies to those who find it difficult to organize their time. High competition. Despite the rarity of the profession, talented and just know how to draw well people very much. Self-promotion. Finding customers, advertising it is also the responsibility of the artist.

**Задание №36 ответьте на вопросы**

1. Who can graphic designers are employed by?
2. Why do all designers face frustration?
3. What must graphic designers be familiar with?
4. What do designers show to employers?
5. Why do designers need to be well-read, open to new ideas and influences?
6. Why will graphic designers with Web site design and animation be especially needed?
7. What skills are important for designers?

**Задание №37 прочитайте и переведите текст**

Form and space

All graphic design, all processes of creation of images regardless of the purposes and means, are based on manipulations with the form. "Shape" is the material: shapes, lines, textures, words and pictures. Our brain uses shapes to identify objects; form is a semantic message. An attempt to create the most beautiful form for a particular message and distinguishes the design from a simple dumping of a pile of assorted material in front of the audience with the promise of "let them understand themselves." Depending on the context, the word "beautiful" has many meanings. The aggressive, sharp collage-style illustration is beautiful; the thick clumsy font is also beautiful; all the rough, non-emasculated images can

be called beautiful. "Beautiful" in a descriptive sense can rather be replaced by the term "decisive", i. e. each form is confident, intentional and used in this design for a specific purpose. A form is considered a positive element or object. Space is considered negative - this is the "background" on which the form becomes a "figure". The relationship between form and space, or background and shape, can be described as interdependent and complementary; it is impossible to change one thing without changing another at the same time. The confrontation between the figure and the background creates visual activity and the illusion of three-dimensionality, which are perceived by the viewer.

**Задание №38 ответьте на вопросы**

1. What is the main way in photo design to influence visitors and potential clients?
2. What do comics feature?
3. What is the main function of cards?
4. What will enhance the image of a company and its respectability?
5. What can work in book design mean?
6. What programs are used for layout of full books?

**Задание №39 прочитайте и переведите текст**

**Trademarks and logos.**

Logo and trademark are considered the most important elements of your company image-building. They convey the essence, character and purpose of your business in a visual form. The main purpose of a logo is to make a nameable and recognizable impression on your potential clients and customers. For the client to recognize your product easily among other counterparts, it must contain a special detail. We call it a trademark layout that represents your company in a symbolic way. Logo and trademark design is a complex process. Designers can offer a vast number of structured techniques in logo and trademark development. Graphic designers offer professional insight into creation of a unique logo and trademark – so that your company and your product were the best among others and nameable for your clients. They help you to be in the foreground!

**Задание №40 ответьте на вопросы**

1. Why are shapes at the root of graphic design?
2. What is the key to successful graphic design?
3. How will negative space impact a design?
4. What is the most useful tool for shape creation?
5. What do form and space imply?
6. What forms are called two dimensional?

**Задание №41 прочитайте и переведите текст**

**Advertising**

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. While now central to the contemporary global economy and the reproduction of global production networks, it is only quite recently that advertising has been more than a marginal influence

on patterns of sales and production. Mass production necessitated mass consumption, and this in turn required a certain homogenization of consumer tastes for final products. Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "brand image". For these purposes, advertisements sometimes embed their persuasive message with factual information. Every major medium is used to deliver these messages, including television, radio, cinema, magazines, newspapers, video games, the Internet, carrier bags and billboards. Advertising is often placed by an advertising agency on behalf of a company or other organization. Organizations that frequently spend large sums of money on advertising that sells what is not, strictly speaking, a product or service include political parties, interest groups, religious organizations, and military recruiters. Non-profit organizations are not typical advertising clients, and may rely on free modes of persuasion, such as public service announcements.

**Задание №42 ответьте на вопросы**

1. Why aren't non-profit organizations typical advertising clients?
2. What is the main purpose of designing advertisements?
3. What are the major types of advertising?
4. What is the most effective mass-market advertising format?
5. What effects can an advertiser use to persuade you go out and buy something?
6. What is a new format of advertising that is growing rapidly?

**Задание №43 прочитайте и переведите текст**

**Packaging**

Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use.

Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells. In many countries it is fully integrated into government, business, and institutional, industrial, and personal use.

Package labeling (en-GB) or labeling (en-US) is any written, electronic, or graphic communications on the packaging or on a separate but associated label. The first packages used the natural materials available at the time: baskets of reeds, wineskins (Bota bags), wooden boxes, pottery vases, ceramic amphorae, wooden barrels, woven bags, etc. Iron and tin-plated steel were used to make cans in the early 19th century. Paperboard cartons and corrugated fiberboard boxes were first introduced in the late 19th century. As additional materials such as aluminum and several types of plastic were developed, they were incorporated into packages to improve performance and functionality. The purposes of packaging and package labels Packaging and package labeling have several objectives: Physical protection - The objects enclosed in the package may require protection from, among other things, mechanical shock, vibration, electrostatic discharge, compression, temperature etc. Barrier protection - A barrier from oxygen, water vapor, dust, etc., is often required. Permission is a critical factor in design.

**Задание №44 ответьте на вопросы**

1. What is packaging as a coordinated system?
2. What is package labeling?

3. What natural materials did the first packaged use?
4. What objectives do packaging and package labeling have?
5. What are technologies related to shipping containers?
6. What does package design start with?

**Задание №45 прочитайте и переведите текст**

**Marketing** - The packaging and labels can be used by marketers to encourage potential buyers to purchase the product. Package graphic design and physical design have been important and constantly evolving phenomenon for several decades. Marketing communications and graphic design are applied to the surface of the package. Security - Packaging can play an important role in reducing the security risks of shipment. Packages can be made with improved tamper resistance to deter tampering and also can have tamper-evident features to help indicate tampering. Packages can be engineered to help reduce the risks of package pilferage: some package constructions are more resistant to pilferage and some have pilfered indicating seals.

**Convenience** - Packages can have features that add convenience in distribution, handling, stacking, display, sale, opening, reclosing, use, dispensing, and reuse.

**Portion control** - Single serving or single dosage packaging has a precise number of contents to control usage. Bulk commodities (such as salt) can be divided into packages that are a more suitable size for individual households. Symbols used on packages and labels Many types of symbols for package labeling are nationally and internationally standardized. For consumer packaging, symbols exist for product certifications, trademarks, proof of purchase, etc. Some requirements and symbols exist to communicate aspects of consumer use and safety. Examples of environmental and recycling symbols include the recycling symbol, the resin identification code and the "Green Dot". Technologies related to shipping containers are identification codes, bar codes, and electronic data interchange (EDI). These three core technologies serve to enable the business functions in the process of shipping containers throughout the distribution channel.

**Задание №46 ответьте на вопросы**

1. What is the main way in photo design to influence visitors and potential clients?
2. What do comics feature?
3. What is the main function of cards?
4. What will enhance the image of a company and its respectability?
5. What can work in book design mean?
6. What programs are used for layout of full books?

**Задание №47 прочитайте и переведите текст**

Every nation becomes special by means of its own traditions and customs. There is no other nation that clings to the past with the tenacity of the British. They are really proud of their traditions, they cherish them. When we think of Britain, we often think of people drinking white tea, eating fish and chips, sitting by the fireplace or wearing bowler hats, but there is much more in Britain than just those things. Some British traditions are royal, such as the Changing of the Guard which takes place every day at Buckingham Palace. The Trooping of the Colour happens on the Queen's official birthday. It's a big colorful parade with hundreds of soldiers and brass bands. British holidays (Christmas, Easter, Guy Fawkes Night, Remembrance Day) are especially rich in old traditions and customs. A traditional



Christmas dinner consists of roast turkey and potatoes, cranberry sauce, sweet mince pies and Christmas pudding. On Christmas Eve children hang up their stockings around the fireplace for Father Christmas to fill with presents. At Easter chocolate eggs are given as presents symbolizing new life. Guy Fawkes Night is also known as Bonfire Night because English people burn stuffed figures on bonfires. On Remembrance Day red poppies are traditionally worn in memory of servicemen who lost their lives in wars. National Morris Dancing can be seen throughout the month of May in most of English villages. Groups of men and women wear colored costumes, carry white handkerchiefs and perform their lively folkdance. One of Englishmen's traditions is their tender love for animals.

Politeness and punctuality are typical features of all British people. They often say "Sorry", "Please" and "Thank you" with a smiling face and they always try to arrive on time. The British are also traditional about their breakfast. They usually eat bacon and eggs, a toast with orange jam, a bowl of cereals or porridge in the morning. There are over 60 thousand pubs in the United Kingdom. Pubs are an important part of British life too. People talk, eat, drink, meet their friends and relax there.

#### **Задание №48 ответьте на вопросы**

When did the term "graphic design" appear?

2. When did Frank Mason Robinson create the classic Coca Cola logotype?

3. When did new styles and technologies emerge rapidly?

4. When did the digital revolution come?

5. Did advertising exist in ancient times?

6. When did photography begin replacing illustrations in graphic design?

7. What did post-modernism bring to design?

#### **Задание №49 прочитайте и переведите текст**

Combining all cost-effective advantages and high information value, booklets are one of the most efficient and wide-used types of advertising printings. Graphic designers create booklets that combine clear informational content with beautiful layout and design.

Prospects, menus and catalogues.

Well-designed multi-illustration prospect, menu or catalogue will work for the company image for a very long time, making it stand out among other peers and attracting new clients. Designers can create colourful printings that exceed all client's expectations.

Posters and show bills. Hundreds or even thousands of people can see them, that is why investments in design and development of posters and show bills are so profitable. Graphic designers create high quality products that will help you become popular.

Calendars are the most popular type of advertising printings. There is no better practical business gift than a calendar. Designers can create a calendar with a company logo, which clients and partners will remember for a long time. Invitation and greeting cards. Designers create cards that will satisfy all your needs.

Book and magazine layouts. Qualitative print and informative texts are not enough for the modern reader. Creative design, illustrations and pictures are also important for the consumer, they to attract a huge audience of readers. Covers for books, magazines, audio and video. Cover must attract consumer's attention and have an informative content. Designers help to make the products attractive for clients.

Diplomas, certificates and muniments. Your clients are aware that diplomas, certificates and muniments suggest qualitative competitive abilities of any company or enterprise. Folders, blanks, envelopes. High quality printing products with your logo deliver a corresponding image for you. They will attract numerous clients, who will recognize your company at one glance at a folder, blank or envelope.

Business cards are a necessary attribute for a business person. Creative and unique design for your business card is the best solution to differentiate your company.

**Задание №50 ответьте на вопросы**

1. Why factors designers consider internal do and external?
2. Why investments in design of poster and show bills so profitable are?
3. What the most type is of advertising printings popular?
4. What magazines the role of a is cover for books and?
5. What a company is the best solution to differentiate?

**Критерии экзаменационных оценок по выполнению задания**

**Оценка «5»/отлично/**- ставится, если обучающийся не допустил ни одной ошибки или одну негрубую ошибку в первом задании; не допустил ни одной ошибки или две негрубые ошибки во втором задании; а также учитывается качество оформления работы, аккуратность обучающегося, отсутствие орфографических ошибок.

**Оценка «4»/хорошо/** - ставится, если обучающийся допустил две ошибки в первом задании; допустил одну ошибку или две негрубые ошибки во втором задании; а также учитывается качество оформления работы, аккуратность и отсутствие орфографических ошибок.

**Оценка «3»/удовлетворительно/**- ставится, если обучающийся допустил две ошибки и одну негрубую ошибку в первом задании; допустил три ошибки и две негрубые ошибки во втором задании; а также учитывается качество оформления работы.

**Оценка «2» /неудовлетворительно/**- ставится, если обучающийся допустил существенные ошибки в процессе выполнения заданий (выполнено менее 50 процентов каждого задания).