

1

UNIT

Overview

WARMING-UP

MANUAL READING

PASSAGE READING

ELLERRE

Learning objectives

After learning this unit, you'll be able to:

- have a general idea of how design affects daily life
- know about a major course through the course description
- see Leonardo da Vinci as a great designer

EXTENSIVE READING

FUN READING

DESIGN WORKSHOP

Warming-up

Match the following course titles to their Chinese meanings.

- 1 Design Introduction
- 2 History of Modern Designing
- 3 Basic Principles of Structure
- 4 Line Drawing and Color
- 5 Digital Graphic Design
- 6 Procedures and Methods of Product Design

A 数字平面设计

B 构成基本原理

C 设计概论

D 产品设计程序与方法

E 现代设计史

F 线描与色彩

走近设计

在开始学习之前，我们将以“艺术设计基础”课程为例，展示课程说明中所包含的内容和模块。希望大家能通过阅读课程说明去初步了解一门课程。

A course description: Foundation in Art & Design

Overview

The aim of this course is to help students develop their foundational art abilities by learning the basics of drawing and painting. In this course, individuals can take control of and tailor their learning content according to their own needs, personal ideas, and special directions.

This course is designed to be highly practical and enjoyable and is intended to build each student's skills in art and design and to aid in personal portfolio development. Each student will explore a wide range of basic skills, experimental techniques, and processes. Through the use of different art mediums, each student will develop their own creative style through the completion of project work.

Intake & study mode

Annual student intake: 20 students

Class time: Fridays, 10:30 am–1:30 pm (September)

You can also follow this course online at your convenience.

Typical modules

Introduction to the history of art

Picture analysis

Art tools introduction

Shading drawing

Basic drawing techniques

Introduction to color mediums

Drawing in detail & sketching

Mixed mediums in color harmony

Object drawing

Introduction to design development

Entry requirements

Students must be aged a minimum of 15 years on the first day of the course.

The course will be conducted in English.

Task 1 Words Complete the following sentences with the words and expressions in the boxes.

a portfolio of work

online

at least 15 years of age

basics

typical modules

- 1 Picture analysis and shading drawing are among the _____ of the course.
- 2 If you want to take the course, you have to be _____.
- 3 The aim of this course is to produce _____.
- 4 This course focuses on the _____ of drawing and painting.
- 5 Having the course _____ is a good option if you can't make it in the classroom.

Task 2 Play a game Complete the crossword puzzle with the words learned in the text.

Down

- 1 a unit that can form part of a course
- 2 to make a quick drawing of somebody or something

Across

- 3 a collection of photographs, drawings, etc. that you use as an example of your work
- 4 the number of people who are allowed to enter a course, school, etc. during a particular period
- 5 to make something so that it is exactly right for someone's particular needs

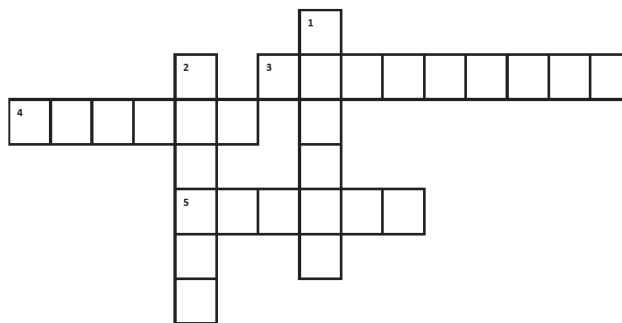
Words & Phrases

Words

aid /eɪd/ *v.* 帮助; 援助
 foundation /faʊn'deɪʃən/ *n.* 基础
 foundational /faʊn'deɪʃənəl/ *adj.* 基本的; 基础的
 individual /ˌɪndə'vɪdʒuəl/ *n.* 个人; 个体
 intake /'ɪnteɪk/ *n.* (某一时间的) 加入人数
 minimum /'mɪnɪməm/ *n.* 最小数; 最低限度
 mode /məʊd/ *n.* 方式; 模式
 module /'mɔːdʒuːl/ *n.* 模块; 组件
 overview /'oʊvərvjuː/ *n.* 概览; 总的看法
 portfolio /pɔːrt'fəʊliu/ *n.* 代表作品集; 作品选集
 range /reɪndʒ/ *n.* 一系列; 范围
 shading /'ʃeɪdɪŋ/ *n.* 描影法; 明暗法
 sketching /sketʃɪŋ/ *n.* 素描; 草图
 tailor /'teɪlə/ *v.* 专门制作; 定做

Phrases

take control of 控制; 掌管
 a range of 一系列



走近设计

设计改变生活。不管是绚烂的色彩，还是变幻的图案，抑或是奇妙的结构，设计在赋予产品生命的同时，也为我们的生活带来了许多变化。

How does design affect our daily life?

- ¹ Art and design transforms the space around us. Whether we're aware of it or not, design surrounds us and can be found in the tiniest places and things. Take a look at the furniture beside you, the phone in your hand, the car you are driving and the advertisements in the streets. All of these have been carefully crafted by designers. Design keeps us connected to the world, and it defines our way of life.
- ² Design is used to communicate, depending on who we are—it can be influential by understanding our behaviors and backgrounds. It has the power to persuade and empower our decision-making process.
- ³ Product design is a holistic approach to building a new product from an idea to a final solution. It encompasses everything from conducting user research, identifying problems, finding opportunities and solutions, building prototypes of them, and finally, validating solutions with target users. Since design and development is a large field, it requires a large skill set.
- ⁴ Great design begins with empathy. A careful observation into what motivates people informs how designers create experiences for their clients. From industrial, automotive to communication design, good designers have all understood the need to connect their creation back to the basics



Words & Phrase

Words

automotive /ɔ:tə'məʊtɪv/ *adj.* 汽车的
craft /kræft/ *v.* (尤指用手工) 精心制作
debatable /dɪ'beɪtəbəl/ *adj.* 有争议的; 未定的
deny /dɪ'naɪ/ *v.* 否认; 拒绝承认
emotionally /ɪ'məʊʃənəli/ *adv.* 感情上; 情绪上
empower /ɪm'paʊə/ *v.* 使有掌控力; 使强大
encompass /ɪn'kʌmpəs/ *v.* 包含; 包括; 涉及
engagement /ɪn'ɡeɪdʒmənt/ *n.* 参与度; 约定
enhance /ɪn'hæns/ *v.* 提高; 增强; 改进
holistic /həʊ'lɪstɪk/ *adj.* 全盘的; 整体的
identify /aɪ'dentɪfaɪ/ *v.* 确定; 发现
influential /ɪnflu'ensjəl/ *adj.* 有影响力的; 有支配力的
prototype /'prɒtətaɪp/ *n.* 原型; 雏形
solution /sə'lju:ʃən/ *n.* 解决办法; 方案
subconscious /sʌb'kɔ:nʃəs/ *adj.* 下意识的; 潜意识的
transform /træns'fɔ:rm/ *v.* 使改变形态
unconscious /ʌn'kɔ:nʃəs/ *adj.* 无意识的; 未觉察的
validate /'vælədeɪt/ *v.* 证实; 确认

Phrase

be aware of 意识到; 察觉到

of human engagements. If it does not enhance our physical world or engage with us emotionally, then it is nothing but ideas. Design is more than just pretty pictures and fonts. It's years of understanding and experimenting, mastering the mediums we operate in and knowing what works and what doesn't.

- The effects of design brought to us are largely unconscious or subconscious. Whether that is good or bad is debatable, you can't deny the importance it plays in our experiences of the world.



Passage Reading

Task 1 Words Fill in the blanks with the correct form of the words given in the boxes.

aware

influence

empower

valid

conscious

debate

- 1 The aim of the festival is to increase the _____ of Chinese culture and traditions.
- 2 Chaplin was a genius, and he was among the most _____ figures in the movie history.
- 3 What I'm trying to do is to _____ people, to give them ways to get well.
- 4 The new theory needs to be _____.
- 5 By the time the ambulancemen arrived, he was _____.
- 6 It's _____ whether or not the reforms have improved the conditions.

Grammar Note

被动语态 (passive voice) 由“助动词 be+ 及物动词的过去分词”构成。人称、数和时态变化通过 be 的变化表现出来。被动语态中主语是动作的承受者, 即行为动作的对象。

Task 2 Grammar Rewrite the following sentences, using passive voice.

- 1 We can find design in the tiniest places or things.
_____ in the tiniest places or things.
- 2 Designers have carefully executed all of these.
_____ by designers.
- 3 We use design to communicate.
Design _____ to communicate.
- 4 Since design and development is a large field, it requires a large skill set.
Since design and development is a large field, a large skill set _____
_____.

Task 3 Reading strategy Find the topic sentences for the following paragraphs and write them down in the right column.

Paragraph 1	
Paragraph 3	
Paragraph 5	

Reading Strategy

主题句 (topic sentence) 是指一段文字中能表述其主要思想的句子。它通常是一个完整的句子, 简洁并具有概括性。段落中的其他句子是围绕主题句所表达的主题思想进行说明、解释或扩展。主题句可能出现的位置有: 段首、段尾、段落中间或前后呼应。也有一些段落没有明确的主题句, 需要读者自己归纳。

Task 4 Extended exercise Can you think of an example to show how design affects your daily life? Discuss it with your partner and share your example with other classmates.



Leonardo da Vinci, an artist and a designer



- ¹ Leonardo da Vinci was born on April 15, 1452, in Italy. Little is known about his early life.
- ² At the very young age of 25, Leonardo had started his own workshop and had become a famous painter. Even though he was a great artist, Leonardo had trouble finishing his work because he had broad interests. His interests in the world drove him to study music, math, science, engineering and architecture.
- ³ Like many artists who found it difficult to earn a living, Leonardo had to find another way to support himself. Therefore, he sent a letter to the Duke of Milan asking if he could work for the Duke. Without any hesitation, the Duke welcomed Leonardo to Milan. The Duke gave him many projects to work on.
- ⁴ While it's widely known that Leonardo called wars "bestly madness" and was strongly against it, he could not avoid getting involved, especially during the Renaissance period, Italy seemed to be constantly engaged in wars. Some of the weapons he is said to have designed during the period include grenades, mortars, missiles, and multi-barreled machine guns. Many of his ideas and inventions were centuries ahead of his time.



Words & Phrases

Words

architecture /'ɑ:kətektʃər/ *n.* 建筑学
 engineering /,endʒə'nɪrɪŋ/ *n.* 工程学
 grenade /grə'neɪd/ *n.* 手榴弹
 hesitation /,hezɪ'teɪʃən/ *n.* 犹豫; 迟疑
 involve /ɪn'vɔ:lɪv/ *v.* 包含; 涉及
 machinery /mə'ʃi:nəri/ *n.* (统称) 机器; 机械
 mechanics /mɪ'kæniks/ *n.* 力学; 机械学
 Milan /mɪ'læn/ *n.* 米兰 (意大利北部城市)
 missile /'mɪsəl/ *n.* 导弹; 投射物
 mortar /'mɔ:tər/ *n.* 迫击炮
 sculpt /skʌlpt/ *v.* 雕刻; 雕塑
 span /spæn/ *v.* 跨越时间或空间
 workshop /'wɜ:kʃɔ:p/ *n.* 工作室

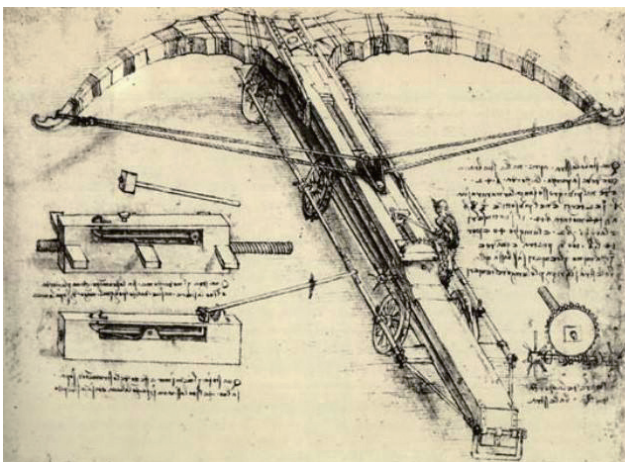
Phrases

Duke of Milan 米兰公爵
 earn a living 谋生
 multi-barreled machine gun 多管机枪

Notes

1. Leonardo da Vinci: 列奥纳多·达·芬奇 (1452–1519)。意大利文艺复兴三杰之一。他是一位思想深邃、学识渊博、多才多艺的画家、雕塑家、发明家、哲学家、音乐家、医学家、生物学家、地理学家、建筑工程师和军事工程师。
2. Renaissance: 文艺复兴。指发生在 14 世纪到 17 世纪的一场反映新兴资产阶级要求的欧洲思想文化运动。

⁵ During his years of work with the Duke of Milan which spanned from 1482 to 1499, the Duke kept Leonardo busy sculpting and designing all types of things from buildings and machinery to the study of mechanics, geometry, and flying machines. It is said that during these 17 years Leonardo produced only six works of art because of his tendency to jump from one subject to the next. *The Last Supper* was one of the works produced during his so-called “designing” years with the Duke of Milan.



Task Discussion

- 1 What do you know about Leonardo da Vinci?
- 2 What do you think are the differences between an artist and a designer?

走近设计

成功的工业设计作品不仅注重产品的外观，还注重功能性与用户体验。你能猜出下面这些颇具创意的闹钟是怎么工作的吗？

Interesting alarm clocks

There have been quite a few interesting alarm clock designs lately. They all have one thing in common—force you to physically get up to turn them off.



Carpet alarm clock: In order to turn it off, you have to get up and step on it. If you really want to make it a challenge, place it far away from your bed.

Can you guess how the following alarm clocks work? Discuss it with your partner and write down your ideas.



1 Puzzle alarm clock



2 "Ladder" alarm clock



3 Phone alarm clock

Design Workshop

In the Three Kingdoms period in China, there was a very intelligent person named Zhuge Liang. It is said that he had designed a very intricate device named “Muniuliuma” (木牛流马) for logistic purposes. If you can time-travel back to that time, how will you explain to him the modern solutions for logistics (物流)? Act it out to the class, or make it into a drama and play it on the stage.



Note

木牛流马, 传说中三国时期诸葛亮发明的运输工具, 分为木牛与流马, 为蜀汉大军运输粮食。

Manual Reading

A course introduction includes:

Passage Reading

The influences of design on our decisions in daily life are:

Extensive Reading

Some of the weapons Leonardo da Vinci designed during his years of working with the Duke of Milan are:

My Learning Log