

CAREER
PATHS

Art & Design

Virginia Evans - Jenny Dooley - Henrietta P. Rogers



Express Publishing

Table of Contents

Book

1

Unit 1 – Describing Shapes	4
Unit 2 – Describing Light	6
Unit 3 – Describing Color	8
Unit 4 – Describing Placement	10
Unit 5 – Describing Style	12
Unit 6 – Physical Materials 1	14
Unit 7 – Physical Materials 2	16
Unit 8 – Electronic Equipment 1	18
Unit 9 – Electronic Equipment 2	20
Unit 10 – Basic Actions 1	22
Unit 11 – Basic Actions 2	24
Unit 12 – Sketches and Drawings	26
Unit 13 – Applied Arts	28
Unit 14 – Graphic Arts	30
Unit 15 – Fine arts	32
Glossary	34

Book

2

Unit 1 – Art Movements	4
Unit 2 – Photography 1	6
Unit 3 – Photography 2	8
Unit 4 – Photo Editing 1	10
Unit 5 – Photo Editing 2	12
Unit 6 – Fonts 1	14
Unit 7 – Fonts 2	16
Unit 8 – Type and Lettering	18
Unit 9 – Web Design 1	20
Unit 10 – Web Design 2	22
Unit 11 – Layout 1	24
Unit 12 – Layout 2	26
Unit 13 – DTP 1	28
Unit 14 – DTP 2	30
Unit 15 – CAD	32
Glossary	34

Book

3

Unit 1 – Education 1	4
Unit 2 – Education 2	6
Unit 3 – Business Types	8
Unit 4 – Motion Design	10
Unit 5 – Editorial Design	12
Unit 6 – Corporate Design	14
Unit 7 – Music Industry Design	16
Unit 8 – Video Game Design	18
Unit 9 – Information Design	20
Unit 10 – Publishing Design	22
Unit 11 – Advertising Design	24
Unit 12 – Environmental Design	26
Unit 13 – Interior Design	28
Unit 14 – Fashion Design	30
Unit 15 – Interactive Design	32
Glossary	34

HOME

SUPPORT

SERVICES

CONTACT



Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are pictures stored on?
- 2 What is necessary when taking a photograph in dark conditions?

Reading

2 Read the webpage. Then, mark the following statements as true (T) or false (F).

- 1 ___ The webpage offers multiple solutions for blurry pictures.
- 2 ___ The webpage advises that short shutter speeds cause dark pictures.
- 3 ___ The webpage recommends getting film developed at a store.

Photography is harder than it looks.

Good **photographers** need practice. Here are some tips for dealing with common problems.

Problem: I'm trying to **shoot** a moving subject. The photographs are blurry and I can't see the details.

Solution: Your **exposure** is probably taking too long. Try a camera with a shorter **shutter speed**.

Problem: My subject isn't moving, but my photographs are blurry.

Solution: You might need to **focus** your **lens**. Make small adjustments until the image looks right. If that doesn't work, try using a **tripod**. It will help you keep the **camera** steady.

Problem: My night-time pictures are too dark.

Solution: To take a good night-time picture, you need light. Use a camera with a **flash**.

Problem: My local camera store closed down. Where can I turn my **negatives** into photographs?

Solution: Learn to **develop** your own **film**. This is more satisfying than taking it to a store, anyway.

Vocabulary

3 Write a word that is similar in meaning to the underlined part.

- 1 The photographer needs to take a picture of the new city hall for the newspaper article. s _ _ _ t
- 2 The material that stores images was damaged, so the photographs were ruined. _ _ _ m
- 3 If the piece of curved glass is dirty, the pictures will not look right. _ e _ _
- 4 The new device for taking pictures is much more advanced than the old one. _ a _ e _ a
- 5 The artist studied the act of creating pictures with a camera. _ _ o t _ g _ _ _ h _
- 6 The magazine hired a new person who takes pictures. p _ _ _ _ g _ a _ _ e _
- 7 The proper process of allowing light into a camera helps a photographer achieve the desired effect. e _ _ o s _ _ _

click here to visit our tutorial's page
CLICK HERE

4 Read the sentence pairs. Choose which word or phrase best fits each blank.

1 focused / developed

- A The photographer _____ the camera before he took the photograph.
- B The photographer _____ the film into photographs.

2 shutter speed / negative

- A The _____ shows the image with the colors reversed.
- B Adjust the _____ so the picture won't be so blurry.

3 flash / tripod

- A To keep the camera steady, use a _____.
- B To add more light to the subject, use a _____.

5 Listen and read the webpage again. How can a photographer take a clear picture of a moving subject?

Listening

6 Listen to a conversation between a photographer and an assistant. Choose the correct answers.

- 1 What is the purpose of the conversation?
 - A to identify an error while developing negatives
 - B to choose an easier photography subject
 - C to determine why a batch of photographs came out badly
 - D to explain the need for a flash on the next project
- 2 What does the woman plan to do next on the next project?
 - A shoot another type of subject
 - B use the camera's flash
 - C develop the negatives differently
 - D use a faster shutter speed

7 Listen again and complete the conversation.

Photographer: Let me take a look. Yeah, they're **1** _____.

Assistant: What do you think happened? Did I **2** _____ incorrectly?

Photographer: No, I don't think it was your fault. I bet I just used a **3** _____.

Assistant: That could make the pictures blurry?

Photographer: Oh, definitely. Especially since my **4** _____.

Assistant: I see. Would it help to **5** _____ next time?

Photographer: Not in **6** _____. There was plenty of sunlight out there.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

They didn't come out ...
I bet I just ...
Would it help to ...?

Student A: You are a photographer. Talk to Student B about:

- a problem with a batch of photographs
- the cause of the problem
- what you will do differently next time

Student B: You are an assistant. Talk to Student A about a problem with a batch of photographs.

Writing

9 Use the conversation from Task 8 and the webpage to complete the project reshoot request.



Northwestern Images

Request to Reshoot Form

What was the problem with the original photographs?

How will you avoid this problem again?

