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СОДЕРЖАНИЕ

UNIT 1. UNIVERSAL DESIGN

Pre-reading exercises

I. There's a great number of new words and phrases in the following text. Study their meanings:

universal [ju:nɪ'vəsl] – всеобщий, универсальный;
inclusive [ɪnklu:sɪv] – включающий в себя, содержащий;
approach [ə'prout∫] – приближение;
concept ['kɔnsept] – понятие;
emerge [ɪ'mə:dʒ] – возникать, появляться;
accessible [æk'sesəbl] – доступный;
assist [ə'sɪst] – помогать, содействовать;
solution [sə'lu:∫n] – разрешение, решение;
ramp [ræmp] – наклонная плоскость, скат;
stairway ['stəweɪ] – лестница;
strive [straɪv] – стараться, стремиться;
handle [hændl] – ручка;
utensil [ju:tensl] – утварь;
grip [grɪp] – схватывать;
steep [sti:p] – крутой;
dexterity [deks'terɪtɪ] – ловкость, сноровка;
counter ['kauntə] – прилавок;
height [haɪt] – высота;
posture ['pɔst∫ə] – положение;
rather ['ra:ðə] – лучше, предпочтительнее.

II. Read the following words and try to understand their meanings.

Design, universal, product, service, situation, political, business, industry, technology, result, modern, medicine, defect, interest, command, contrast, problem, cabinet, kitchen, lift, committee, standard, expert, standard, public, organization, international, electrotechnical, commission.

III. Match the words with the opposite meanings.

A: new, low, broad, many, strong, good, easy, ability, useful, small, important, significant, soft, different.

B: young, difficult, weak, bad, few, narrow, old, high, disability, useless, tremendous, unimportant, insignificant, hard, same.

*IV.   Find in **B** the English equivalent to the Russian word in **A**:*

A	**B**		
1) способность:	a) disability;	b) ability;	c) capable;
2) подход:	a) approach;	b) approachable;	c) aim;
3) общество:	a) sociable;	b) sociability;	c) society;
4) различный:	a) difference;	b) same;	c) different;
5) главный:	a) main;	b) steep;	c) universal;
6) важность:	a) important;	b) significant;	c) importance;
7) широкий:	a) narrow;	b) wide;	c) round;
8) признавать:	a) recognizance;	b) recognition;	c) recognize;
9) возможный:	a) possible;	b) possibly;	c) possibility;
10) потребитель:	a) consume;	b) consumer;	c) consummate;
11) важный:	a) significant;	b) significance;	c) signification;
12) сильный:	a) weak;	b) silly;	c) strong.

V.   Read the following text. Translate it into Russian. Use the dictionary if necessary.

UNIVERSAL DESIGN

Universal design, which is related to "inclusive design" and "design for all", is an approach to the design of products, services and environments to be usable by as many people as possible regardless of age, ability or situation. It links directly to the political concept of an inclusive society and its importance has been recognized by governments, business and industry.

Universal design is a relatively new paradigm that emerged from "barrier-free" or "accessible design" and "assistive technology". Barrier free design and assistive technology provide a level of accessibility for people with disabilities but they also often result in separate solutions, for example, a ramp that leads to a different entry to a building than a main stairway. Universal design strives to be a broad-spectrum solution that helps everyone, not just people with disabilities. Moreover, it recognizes the importance of how things look. For example, while built up handles are a way to make utensils more usable for people with gripping limitations. They appeal to a wide range of consumers. As life expectancy rises and modern medicine has increases the survival rate of those with significant injuries, illnesses and birth defects, there is a growing interest in universal design. There are many industries in which universal design is having strong market penetration but there are many others in which it has not yet been adopted to any great extent.

Universal design is a part of everyday living and is all around us. The "undo" command in most software products is a good example. Color-contrast dishware with steep sides that assist those with visual problems as well as those with dexterity problems are another. Additional examples include cabinets with pull-out shelves, kitchen counters at several heights to accommodate different tasks and postures and low floor buses that kneel and are equipped with ramps rather than lifts.

VI. Match the words from two columns to make up word combinations:

inclusive	problems	significant	limitations
political	example	growing	stairway
universal	products	strong	technology
new	extent	great	paradigm
assistive	penetration	software	design
main	interest	good	concept
gripping	injuries	visual	society
wide	range		

VII. Translate from English into Russian.

The design of products; as many people as possible; regardless of age; assistive technology; to provide a level of; people with disabilities; to help everyone; to recognize the importance; to make utensils; a wide range of consumers; significant illnesses; many industries; strong market penetration; to be equipped with; to a great extent.

VIII. Translate from Russian into English.

Не обращая внимания на ситуацию; одобряться правительством; относительно новая парадигма; помогать людям; например; главная лестница; стремиться быть; современная медицина; серьезные повреждения; растущий интерес; в большой мере; часть повседневной жизни; вокруг нас; хороший пример; дополнительные примеры; различные задачи; оснащаться.

IX. Answer the questions.

1. What design is universal design related to?
2. Does universal design link to the political concept of an inclusive society?
3. What do barrier free design and assistive technology provide?
4. Does universal design strive to be a broad-spectrum solution?
5. Why is there a growing interest in universal design?
6. There are many industries in which universal design is having strong market penetration, aren't there?
7. Is universal design a part of everyday living?
8. What are the examples of universal design?

X.   Define true and false sentences. Correct the false ones.

1. Universal design is related to inclusive design.
2. Its importance has been recognized by business and industry.

3. Universal design is an old paradigm.
4. There is a growing interest in universal design.
5. Universal design strives to be a narrow-spectrum solution that helps people with disabilities.
6. There are few industries in which universal design is having strong market penetration.
7. Universal design is a part of everyday living and is all around us.

XI. Match these words with their Russian translation:

Design, service, directly, industry, relatively, level, provide, disability, entry, building, stairway, solution, help, limitation, appeal, modern, increase, injury, part, everyday, around, example, side, include.

Неспособность обеспечивать, степень, относительно, промышленность, обслуживать, лестница, обращаться, современный, оснащать, дизайн, обслуживание, вход, непосредственно, решение, помогать, ограничение, увеличивать, повреждение, часть, ежедневный, вокруг, пример, стороны, дополнительный, включать.

UNIT 2. PRODUCT DESIGN

Pre-reading exercises

I. There's a great number of new words and phrases in the following text. Study their meanings::

A
concept ['kɔnsept] – понятие;
generation [dʒenə'reɪʃn] – зарождение;
implement ['ɪmplɪment] – выполнять;
tangible ['tændʒəbl] – реальный;
upgrade ['ʌp'greɪd] – подъем;
undergraduate [ʌndə'grædjuɪt] – студент последнего курса.
B
package ['pækɪdʒ] – упаковка, упаковывать;
content ['kɔntent] – вместимость, содержимое;
attribute ['ætrɪbju:t] – свойство;
benefit ['benɪfɪt] – польза;

efficiency [ɪ′fɪʃənsɪ] – эффективность;
cost [kɔst] – стоимость;
pundit [pʌndɪt] – ученый;
quote [kwout] – цитировать, ссылаться;
foil [fɔɪl] – фольга;
wrap [ræp] – обертка;
perception [pə′sepʃn] – восприятие;
craft [cra:ft] – ремесло, умение;
efficacy [′efɪkəsɪ] – эффективность;
purchase [′pə:tʃəs] – покупка;
beyond [b′jnd] – сверх, выше.

II.   Read the following words and try to understand their meanings.

Idea, product, physical, object, evolution, industrial, aspect, technology, factor, material, project, college, decade, role, modern, functional, laboratory, classic.

III.   Match the words with the opposite meanings:

possible	inability
famous	old
end	exclude
simple	exclude
able	indifferent
different	unimprovable
ability	beginning
include	complex
improvable	infamous
modern	impossible

IV.   Match the Russian words with their English equivalents:

Идея, развитие, название, предмет, возможно, прежний, промышленный, аспект, человеческий, привозить, знаменитый, степень, недавний, изучать, включать, простой, достигать.

Industrial, possibly, former, idea, object, name, development, degree, famous, recent, human, study, aspect, achieve, bring, simple, include.

V. *Find in **B** the English equivalent to the Russian word in **A**:*

A	B		
1) возможно:	a) possibility;	b) possible;	c) possibly;
2) промышленный:	a) industry;	b) industrial;	c) industrialist;
3) человеческий:	a) human;	b) humanism;	c) humanity;
4) знаменитый:	a) famous;	b) familiar;	c) fancy;
5) признавать:	a) recognition;	b) recognize;	c) recognizance;
6) путь:	a) way;	b) wave;	c) wind;
7) упаковка:	a) pack;	b) packer;	c) package;
8) стоимость:	a) cosy;	b) cost;	c) coster;
9) защита:	a) protection;	b) protect;	c) protector;
10) улучшать:	a) improvable;	b) improvement;	c) improve;
11) мощный:	a) potential;	b) powerful;	c) practical.

VI. *Read the following text. Translate it into Russian. Use the dictionary if necessary.*

TEXT A: PRODUCT DESIGN

Product Design is defined as the idea generation, concept development, testing and manufacturing or implementation of a physical object or service. It is possibly the evolution of former discipline name – Industrial Design. Product Designers conceptualize and evaluate ideas, making them tangible through products. Designers deal with aspects of technology, usability, human factors, material technology and qualities.

Product designers are equipped with the skills needed to bring products from conception to market. They should also have the ability to manage design projects, and subcontract areas to other sectors of the design industry. Infamous colleges such as Central Saint Martins in London have upgraded the name of their degree studies from Industrial to Product Design in recent decades. Other recognized international colleges to study an undergraduate degree in Product Design include colleges from California, England, Australia, Georgia, Netherlands and other countries.

TEXT B: PRODUCT DESIGN

Packaging design can be viewed in four different ways:
- a means of protecting the contents of a package;
- a contributor to the cost of the end product;
- a sales canvas on which to promote the product's attributes and benefits;
- a part of the product experience itself.

This is not to say that design has no role to play in improving product protection or in helping to improve cost efficiency – it has.

For instance, design pundits often quote the egg carton as being a design classic.

While the repackaging of many grocery items in foil wraps has not only improved shelf life and freshness levels of products, it has also improved product perceptions.

Packaging design in the modern age has gone away beyond simple functional benefits. It is now one of the most sophisticated and powerful examples of the designer's craft. The efficacy of packaging design in achieving the third point is tested using the marketing research techniques of a purchase laboratory.

VII. *Translate the following expressions from English into Russian.*

Physical object; former name; industrial design; aspects of technology; human factors; to bring products; to be equipped with; design projects; other sectors of; infamous colleges; four ways; the end product; product protection; freshness levels of products.

VIII. *Translate the following expressions from Russian into English.*

Аспекты технологии; возможно; прежнее название; промышленный дизайн; иметь способность; такие как; другие признанные; международные учебные заведения; различные способы; оценивать идеи.

IX. *Match the words from two columns to make up word combinations:*

physical	decades	different	items
former	colleges	product	examples
industrial	factors	grocery	efficiency
human	design	foil	protection
material	name	simple	ways
international	object	sophisticated	wraps
recent	benefits		

X. *Say whether the sentences true or false. Correct the false ones.*

A 1. Product design is defined as manufacturing of a physical object or service.
2. Designers deal with aspects of technology, human factors and material technology.
3. Product designers should have the ability to plan parks.
4. Central Saint Martins College in London is a famous college.

B 1. Design has no role to play in improving product protection.
2. The repackaging of many grocery items in foil wraps has only improved shelf life.
3. Packaging design is one of the most powerful examples of the designer's craft.

XI. Answer the questions.

A 1. How is product design defined?
2. Product design is possibly the evolution of Industrial Design, isn't it?
3. What aspects do designers deal with?
4. What are product designers equipped with?

B 1. How can packaging design be viewed?
2. Packaging design in the modern age has gone away beyond simple functional benefits, hasn't it?
3. What is one of the most sophisticated examples of the designer's craft?
4. How is the efficacy of packaging design tested?

XII. Say what you have learned about product design using the following expressions.

Manufacturing of a physical object; evaluate ideas; aspects of technology; to be equipped with the skills; manage design projects; international colleges.

UNIT 3. *LANDSCAPE ARCHITECTURE (part I)*

Pre-reading exercises

I. There's a great number of new words and phrases in the following text. Study their meanings:

construction [kən′strʌkʃn] – строение, сооружение;
rehabilitation [′ri:ə bılı′teıʃn] – восстановление;
site [saıt] – местоположение, место, участок;
estate [ıs′teıt] – имущество, имение;
reclamation [reklə′meıʃn] – исправление, подъем;
degrade [dı′greıd] – ухудшаться, вырождаться;
mine [maın] – рудник, прииск;
appraisal [ə′preızəl] – оценка;
dam [dæm] – дамба;
extractive [ıks′træktıv] – добывающий;
application [æplı′keıʃn] – применение;
conservation [kɔnsə:′veıʃn] – сохранение.

II. Read the following words and try to understand their meanings.

Architecture, architect, planning, profession, history, historic, office, structure, management, material, form, public, university, hospital, hotel, golf, sport, industrial, scheme, tourist, station, industry, project, idea, plan, contract, expert, period, person, professional, international, federation.

III. Match the words from the columns to form antonyms. Use the dictionary if necessary.

town	internal	before	rest
urban	village	below	after
large	rural	known	above
external	small	work	unknown
early	old	new	late

*IV. Find in **B** the English equivalent to the Russian word in **A**.*

A	**B**		
1) архитектура:	a) architect;	b) architecture;	c) architectural;
2) здание:	a) building;	b) builder;	c) build;
3) развитие:	a) development;	b) device;	c) devotion;
4) восстановление:	a) restore;	b) restorative;	c) restoration;
5) городской:	a) rural;	b) urban;	c) agricultural;
6) пейзаж:	a) landscape;	b) landowning;	c) landing;
7) большой:	a) large;	b) little;	c) small;
8) работа:	a) world;	b) rest;	c) work;
9) земля:	a) land;	b) sea;	c) sky;
10) искусственный:	a) natural;	b) well-made;	c) man-made;
11) мост:	a) bride;	b) bridge;	c) brick;
12) гостиница:	a) hospital;	b) hostel;	c) hotel;
13) внешний:	a) internal;	b) inside;	c) external.

V. Match the English words with their Russian translation.

Искусство, кругозор, развитие, окружение, поле, сохранение, исторический, создание, пространство, масштаб, общественный, больница, площадь, станция, лес, сад, совет.

Creation, historic, art, field, scope, preservation, development, environment, advice, garden, space, scale, forest, public, station, hospital, square.

VI. Read the following text. Translate it into Russian. Use the dictionary if necessary.

LANDSCAPE ARCHITECTURE

Landscape architecture is the art, planning, design, management, preservation and rehabilitation of the land and the design of man-made constructions. The scope of the profession includes architectural design, site planning, estate development, environmental restoration, town or urban planning, urban design, parks and recreation planning, regional planning, and historic preservation. A practitioner in the field of landscape architecture is called a landscape architect.

What is Landscape Architecture? Activities of a landscape architect can range from the creation of parks and greenways to the site planning for corporate office buildings, from the design of residential estates to the design of civil infrastructure and the management of large wilderness areas or reclamation of degraded landscapes such as mines.

Landscape architects work on all types of external space – large or small, urban or rural, and with 'hard'/'soft' materials, hydrology and ecological issues. They work on:

- the form, scale and siting of new developments;
- the civil design and public infrastructure;
- the site design for schools, universities, hospitals and hotels;
- public parks, greenways, golf courts, sports facilities;
- housing areas, industrial parks and commercial developments;
- highways transportation structures, bridges and corridors;
- urban design, town and city squares and pedestrian schemes;
- large or small urban regeneration schemes;
- forest, tourist or historic landscapes and historic garden appraisal and conservation studies;
- reservoirs, dams, power stations, extractive industry applications or major industrial projects;
- planning advice and land management proposals.

VII. Match the words from two columns to make up word combinations:

landscape	buildings	office	planning
architectural	architect	wilderness	stations
fine	art	external	areas
estate	design	ecological	squares
environmental	preservation	sports	space
regional	development	city	facilities
historic	restoration	power	issues

VIII. Translate these expressions from English into Russian.

Landscape architecture; rehabilitation of the land; the scope of the profession; architectural design; environmental restoration; regional planning; historic preservation; office buildings; large wilderness areas; degraded landscapes; ecological issues; civil design; urban design; golf courts.

IX. Translate the following expressions from Russian into English.

Искусственные сооружения; городской дизайн; центральный парк; создание парков; внешнее пространство; строительная площадка; общественные парки; городские площади; исторические пейзажи; основные промышленные объекты.

X. Define true and false sentences. Correct the false ones.

1. Landscape architecture is the process of designing the rules of a game.
2. A practitioner in the field of landscape architecture is called an interior designer.
3. Landscape architects work on all types of internal space.
4. Central park, like all parks, is an example of landscape architecture.
5. Landscape architects work on the form, scale and siting of new developments.
6. Landscape architects work on the site design for schools, universities, hospitals and hotels.

XI. Answer the following questions.

1. What is landscape architecture?
2. What does the scope of the profession include?
3. How is a practitioner in the field of landscape called?
4. What is the example of landscape architecture?
5. What do landscape architects work on?

XII. Say what you have learned about landscape architecture using the following expressions.

The design of man-made constructions; the scope of the profession; architectural design; town planning; central park; activities of a landscape architect; all types of external space; creation of parks.

UNIT 4.   LANDSCAPE ARCHITECTURE (part II)

Pre-reading exercises

I.   There's a great number of new words and phrases in the following text. Study their meanings:

horticulture [ˈhɔːtɪkʌltʃə] – садоводство;
forestry [ˈfɔrɪstrɪ] – лесоводство;
conservation [kɔnsəːˈveɪʃn] – сохранение; охрана рек, лесов;
embody [ɪmˈbɔdɪ] – воплощать, включать;
employ [ɪmˈplɔɪ] – использовать, держать на службе;
construction [kənˈstrʌkʃn] – старательство;
service [ˈsəːvɪs] – служебный;
garden [ˈgaːdn] – сад, парк;
space [speɪs] – пространство, место;
government [ˈgʌvənmənt] – правительство;
knowledge [ˈnɔlɪdʒ] – знание;
plant [plaːnt] – растение;
environment [ɪnˈvaɪərənmənt] – окружение;
advise [ədˈvaɪz] – советовать;
care [kɛə] – забота, попечение, внимание;
development [dɪˈveləpment] – развитие;
agriculture [ˈærɪkʌltʃə] – сельское хозяйство;
scientist [ˈsaɪəntɪst] – ученый;
skill [skɪl] – мастерство, умение;
soil [sɔɪl] – земля;
relate [rɪˈleɪt] – связывать;
work [wəːk] – работа;
range [reɪndʒ] – классифицировать;
survey [ˈsəːveɪ] – обзор, осмотр, обследование;
purpose [pəːpəs] – цель, назначение;
development [dɪˈveləpmənt] – развитие;
importance [ɪmˈpɔːtəns] – важность;
species [ˈspiː ʃiz] – класс, род, тип, вид;
area [ˈɛərɪə] – площадь, пространство;
concern [kənˈsəːn] – касаться, иметь отношение к …;
location [louˈkeɪʃn] – местоположение, размещение;
recreaction [rekrɪˈeɪʃn] – отдых;
urban [ˈəːbən] – городской;
rural [ˈruərəl] – сельский;
coastal [ˈkoustəl] – береговой.

II. Practise the pronunciation of the following words (mind the stress) and give the meanings in Russian.

Technical, engineer, construction, service, company, public, office, central, firm, manager, natural, botany, practical, project, ecological particular, aspect, policy, strategy.

III. Find in B antonyms to the words in A.

A: like, many, long, relate, practical, work, broad, important, particular, include, new, additional, private, usual, similar, strength, legal, little, full, often.

B: rest, narrow, unpractical, separate, short, few, unlike, unimportant, different, seldom, unusual, public, exclude, weakness, illegal, uncertain, much, empty, old, main.

IV. Find in B the English equivalent to the Russian word in A.

A	B		
1) строительство:	a) construction;	b) construct;	c) constructor;
2) сад:	a) forest;	b) grove;	c) garden;
3) растение:	a) animal;	b) plantation;	c) plant;
4) применение:	a) use;	b) useful;	c) useless;
5) совет:	a) advantage;	b) advice;	c) advertisement;
6) забота:	a) car;	b) care;	c) card;
7) сельское хозяйство:	a) horticulture;	b) manufacture;	c) agriculture;
8) умение:	a) skill;	b) skip;	c) skin;
9) почва:	a) soil;	b) soft;	c) solid;
10) связывать:	a) relate;	b) relay;	c) regulate;
11) цель:	a) purchase;	b) purse;	c) purpose;
12) частный:	a) public;	b) private;	c) common.

V. Match the Russian equivalents with their English equivalents.

Садоводство, лесоводство, компания, знание, ученый, важность, городской, сельский, естественный, центральный, местный, образование, юрист, страна, существовать, защищать, опыт, зависеть.

Importance, scientist, knowledge, company, forestry, horticulture, lawyer, education, local, natural, central, rural, urban, depend, experience, protect, exist, country.

VI. Read the following text. Translate it into Russian. Use the dictionary if necessary.

SPECIALIZATIONS WITHIN LANDSCAPE ARCHITECTURE

Landscape designers and Landscape technicans or engineers are employed with landscape construction and service companies. Landscape designers, like garden designers, design all types of planting and green spaces. Many landscape engineers work in public offices in central and local government while others work for landscape architecture firms. Landscape managers use their knowledge of plants and the natural environment to advice on the long-term care and development of the landscape. Landscape managers work in horticulture, estate management, forestry, nature conservation and agriculture.

Landscape scientists have special skills such as soil science, hydrology, geomorphology or botany that they relate to the practical problems of landscape work. Their projects can range from site surveys to the ecological assessment of broad areas for planning or management purposes. They may also report on the impact of development or the importance of particular species in a given area. Landscape planners are concerned with landscape planning for the location, ecological and recreational aspects of urban, rural and coastal land use. Their work is embodied in written statements of policy and strategy, and their remit includes masterplanning for new developments, landscape evaluations and preparing countryside management or policy plans. Some may also apply an additional specialism such as landscape archaeology or law to the process of landscape planning. Garden designers are concerned with the design of new private gardens and also with historic garden conservation.

VII. Give possible combinations of the following words.

landscape	purposes
garden	science
public	firms
architecture	offices
soil	designers
practical	construction
management	problems
particular	statements
ecological	management
written	aspects
countryside	species
private	gardens

VIII. Translate the following expressions from English into Russian.

Landscape construction; service companies; work in public offices; landscape architecture firms; use their knowledge; development of the landscape; work in horticulture; landscape work; management purposes; recreational aspects; the process of landscape planning; the design of new private garden.

IX. Translate the following expressions from Russian into English.

Садовое растение; советоваться с кем-либо; все виды; работать в офисе; использовать свои знания; работать в сельском хозяйстве; практические проблемы; экологические аспекты; использование земли; частные сады.

X. Agree or disagree with the following statements.

1. Landscape designers are employed with landscape construction and service companies.
2. Landscape designers design all types of buildings.
3. Many landscape engineers work in public offices in central and local government.
4. Landscape managers work at the factories.
5. Landscape planners are concerned with landscape planning.
6. Their work includes masterplanning for new developments.
7. Garden designers are concerned with historic garden conservation.

XI. Answer the following questions to the text.

1. What do landscape engineers design?
2. Where do many landscape engineers work?
3. Where do landscape managers work?
4. What skills do landscape scientists have?
5. What are scape planners concerned with?
6. What does the work of landscape planners include?
7. Garden designers are concerned with the design of new private gardens, aren't they?

XII. Say what you have learned about universal design using the following expressions.

Landscape engineers are employed with; all types of planting and green spaces; work for landscape architecture firms; use their knowledge of plants; work in horticulture; have special skills; practical problems of landscape work; aspects of coastal land use; new private gardens.

UNIT 5. LANDSCAPE ARCHITECTURE (part III)

Pre-reading exercises

I.   There's a great number of new words and phrases in the following text. Study their meanings:

border [ˈbɔ:də] – граница;
importance [ɪmˈpɔ:təns] – важность;
basis [beɪsɪs] – основание;
development [dɪˈveləpmənt] – развитие;
relate [rɪˈleɪt] – связывать;
concern [kənˈsə:n] – иметь отношение;
composition [kɔmpəˈzɪʃn] – соединение;
private [praɪvɪt] – частный;
square [skwɛə] – площадь;
revive [rɪˈvaɪv] – восстанавливать;
Renaissance [rəˈneɪsəns] – Возрождение;
nature [ˈneɪtʃə] – природа;
painter [ˈpeɪntə] – художник;
influence [ˈɪnfluəns] – влияние;
ultimate [ˈʌltɪmɪt] – последний;
grandeur [ˈgrændʒə] – великолепие;
focus [ˈfoukəs] – центр;
neat [ni:t] – изящный;
resemble [rɪˈzembl] – быть похожим;
gentry [ˈdʒentrɪ] – дворянство;
remodel [ˈri:mɔdl] – реконструировать;
respond [rɪsˈpɔnd] – реагировать.

II.   Practise the pronunciation of the following words and give their meanings in Russian.

Park, architecture, discipline, history, structure, system, architect, style, version, type, combination, modern, tradition, practice, central, prospect, discipline, innovation.

*III.   Find antonyms in **B** to the words in **A**.*

A: private, enclosed, open, country, extensive, include, ultimate, famous, modern, huge, continue, healthy.
B: unenclosed, public, shut, exclude, town, unknown, initial, old, small, finish, sick.

IV. Match the Russian equivalent with their English equivalents.

Важность, дисциплина, вода, выдающийся, включать, развивать, остаться, традиция, продолжить, влияние, движение, век, обеспечивать.

Importance, discipline, water, outstanding, include, develop, remain, tradition, continue, influence, movement, century, provide.

V. Read the following text. Translate it into Russian. Use the dictionary if necessary.

HISTORY

The Muskauer Park on the German-Polish border is inscribed on the World Heritage List on the basis of its importance for "the development of landscape architecture as a discipline". The history of landscape architecture is related to the history of gardening but is not coextensive. Both arts are concerned with the composition of planting, landform, water, paving and other structures but: garden design is essentially concerned with enclosed private space (parks, gardens etc); landscape design is concerned with the design of enclosed space, as well as unenclosed space which is open to the public (town squares, country parks, park systems, greenways etc).

The Romans undertook landscape architecture on an extensive scale, and Vitruvius wrote on many topics which still concern landscape architects. As with the other arts, it was not until the Renaissance that garden design was revived, with outstanding examples including the pleasure grounds at the Villa d'Este, Tivoli. The renaissance garden developed through the 16th and 17th centuries, reaching an ultimate grandeur in the work of André le Nôtre at Vaux-le-Vicomte and Versailles.

VI. Translate the following expressions from English into Russian.

German-Polish border; the history of gardening; composition of planting; water and other structures; the design of enclosed space; country parks; park systems; extensive scull; the garden design was revived; the English gentry; a tidy version; the type of architecture; modern planning; second half of the century; park system.

VII. Give possible combination of the following words.

garden	design	outstanding	examples
private	garden	new	styles
unenclosed	space	English	gentry
town	square	neat	version
country	park	huge	influence
park	systems	healthy	level
extensive	scale		

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VIII. Translate the following expression from Russian into English.

Развитие архитектуры; история архитектуры; связаны с историей; частный парк; частный сад; городские площади; выдающиеся примеры; в XVIII-м веке; новый стиль дизайна; был впервые использован; стал более важным; иметь огромное влияние на; продолжает развиваться.

IX. Agree or disagree with the following statements.

1. The history of landscape is related to the history of gardening.
2. Both arts are concerned with the composition of buildings.
3. Garden design is essentially concerned with enclosed private space.
4. Landscape design is concerned with the design of enclosed space as well as unenclosed space.
5. The renaissance garden developed through the 19th and 20th century.

X. Answer the questions.

1. What is the history of landscape architecture related to?
2. What is landscape design concerned with?
3. When did the renaissance garden develop?
4. When did England become the focus of a new style of landscape design?
5. When did urban planning become more important?
6. Does landscape architecture continue to develop as a design discipline?

UNIT 6.   INDUSTRIAL DESIGN

Pre-reading exercises

I. There's a great number of new words and phrases in the following text. Study their meanings:

aesthetic [i:ˈθetɪk] – эстетический;
interaction [ɪntərækʃn] – взаимодействие;
artisan [a:tɪˈzæn] – ремесленник;
focus [ˈfoukəs] – центр;
concept [ˈkɔnsept] – понятие, представление;
encompass [ɪnˈkʌmpəs] – содержать, заключать;
crucial [ˈkru:ʃjəl] – решающий;
resource [rɪˈsɔ:s] – средства, ресурсы;

evolve [ɪ'vɔlv] – развивать;
content ['kɔntent] – содержание;
noteworthy ['nout wɔ:ðɪ] – достопримечательный, достойный внимания;
curator [kjuə'reɪtə] – хранитель (музея);
mature [mə'tjuə] – разрабатывать;
diverse [daɪ'vɔ:s] – разнообразный.

II.   Read the following words and translate them into Russian.

Product, aspect, object, details, process, materials, production, industrial, classic, engineering, information, school, college, program, disciplines, activity, system, central, factor, technology, cultural, economic, popularity, gallery, culture, graphic, illustrate, practice, professor, talent.

III.   Match the words with the opposite meanings. Use the dictionary if necessary.

important	useless	activity	inhuman
same	mixed	human	unpopular
much	little	main	inactivity
useful	various	popular	unimportant

*IV.   Find the English equivalents in **B** to the Russian words in **A**.*

A	**B**		
1) прикладной:	a) applied;	b) apply;	c) applicant;
2) улучшать:	a) impress;	b) improve;	c) impulse;
3) включать:	a) exclude;	b) increase;	c) include;
4) форма:	a) shape;	b) share;	c) shame;
5) размещение:	a) locate;	b) local;	c) location;
6) производство:	a) product;	b) production;	c) producer;
7) продажа:	a) sale;	b) sail;	c) salary;
8) стоимость:	a) cosy;	b) cost;	c) code ;
9) рассматривать:	a) construct;	b) conserve;	c) consider ;
10) процесс:	a) procession;	b) procedure;	c) process ;
11) полезный:	a) useless;	b) useful;	c) usual;
12) выставка:	a) exhibition;	b) execution;	c) expectation.

V. *Match the English words with their Russian equivalents.*

Качество, звук, уважение, употребление, выбор, потребитель, ценность, дополнение, творческий, цель, учреждать, обмен, популярность, знаменитость, оставаться, культура.

Culture, remain, celebrity, quality, respect, sound, use, choice, consumer, establish, value, aim, addition, creative, exchange, popularity.

VI. Read the following text. Translate it into Russian. Use the dictionary if necessary.

INDUSTRIAL DESIGN

Industrial Design is an applied art whereby the aesthetics and usability of products may be improved. Design aspects specified by the Industrial Designer may include the overall shape of the object, the location of details with respect to one another, colors, texture, sounds, and aspects concerning the use of the product ergonomics. Additionally the industrial designer may specify aspects concerning the production process, choice of materials and the way the product is presented to the consumer at the point of sale. The use of Industrial Designers in a product development process may lead to added values by improved usability, lowered production costs and more appealing products. It is important that in order to be an Industrial Design the product has to be produced in an industrial way, for example an artisan can't be considered an Industrial Designer although he may challenge the same aspects of a product.

Some Industrial Designs are viewed as classic pieces that can be regarded as much as works of art as works of engineering. Industrial Design has a focus on concepts, products and processes. In addition to considering aesthetics, usability, and ergonomics, it can also encompass the engineering of objects, usefulness as well as usability, market placement, and other concerns.

Product Design and Industrial Design can overlap into the fields of user interface design, information design and interaction design. Various schools of Industrial Design and/or Product Design may specialize in one of these aspects, ranging from pure art colleges (product styling) to mixed programs of Engineering and Design, to related disciplines like exhibit design and interior design.

VII. Translate the following expressions into Russian.

Industrial designer; design aspects; the location of details; respect to one another; the production process; can be considered; market placement; interaction design; various schools; related disciplines; art colleges.

VIII. Translate the following expressions into English.

Прикладное искусство; промышленный дизайн; может включать; форма предмета; выбор материалов; дополнительные ценности; промышленный способ; могут специализироваться; смешанные программы; творческая деятельность; качества предметов; культурный обмен; экономический обмен.

IX. Make up all possible word combinations:

applied	design	product	process
production	schools	various	disciplines
added	colleges	art	programs
industrial	placement	mixed	values
market	art	related	way

X. Say if the following statements are true or false. Correct the false statements.

1. The industrial designer may specify aspects concerning the production process.
2. It's important that in order to be an Industrial Design the product has to be produced in an industrial way.
3. An artisan can be considered and Industrial Designer.
4. Industrial designer has a focus on products and processes.
5. Industrial Design can't overlap into the fields of information design and interaction design.

XI. Provide answers to the questions below.

1. What is Industrial Design?
2. What may design aspects include?
3. May the industrial designer specify aspects concerning the production process?
4. Can an artisan be considered an Industrial Designer?
5. Industrial Design can encompass the engineering of objects, can't it?

XII. Say what you have learned about industrial design using the following expressions.

Applied art; design aspects include; aspects concerning the production process; choice of materials; lowered production costs, can be regarded as, encompass the engineering of objects, information design; various schools of industrial design, art colleges.

UNIT 7.   GRAPHIC DESIGN

Pre-reading exercises

I.   There's a great number of new words and phrases in the following text. Study their meanings:

incorporate [ınˈkɔ:pəreıt] – соединять, включать;

poster [ˈpoustə] – плакат, афиша;

collateral [kɔˈlætərəl] – второстепенный;

user [ˈju:zə] – потребитель;

emphasis [ˈemfəsıs] – выразительность;

milestone [ˈmaılstone] – веха в жизни;

monk [mʌŋk] – монах;

art [a:t] – искусство;

fine arts – изящные искусства;

applied art – прикладное искусство;

lucrative [ˈlu:krətıv] – прибыльный;

refinement [rıˈfaınmənt] – обработка, усовершенствование;

premium [ˈpri:mjəm] – плата;

decadence [ˈdekədəns] – упадочничество, ухудшение;

obsession [əbˈseʃn] – одержимость;

stale [steıl] – устаревший;

artist [ˈa:tıst] – художник;

layout [ˈleıaut] – положение дел;

typographer [taıˈpɔgrəfə] – печатник;

advertisement [ədˈvə:tısmənt] – реклама.

II.   Practise reading these words. Translate them into Russian.

History, form, copy, christian, Bible, type, Europe, press, era, structure, philosophical, school, evolution, products, characterize, style, reaction, structure, modern, system.

*III.   Find in **B** the English equivalent to the Russian word in **A**.*

A	**B**		
1) картина:	a) paint;	b) painting;	c) pain;
2) сообщать:	a) communicate;	b) communication;	c) communicative;
3) мнение:	a) opportunity;	b) operation;	c) opinion;
4) мысль:	a) though;	b) thought;	c) thing;
5) многочисленный:	a) numeral;	b) number;	c) numerous;
6) журнал:	a) magazine;	b) book;	c) newspaper;
7) печатать:	a) printer;	b) print;	c) printing;
8) настроение:	a) mood;	b) moon;	c) month;
9) исследование:	a) request;	b) research;	c) reserve;
10) рассматривать:	a) consider;	b) consign;	c) conserve.

IV.   Match the English words with their Russian equivalents.

Сообщение, чувство, ограниченный, реклама, масштаб, разнообразие, создавать, творить, взгляд, выгода, любитель, кругозор, пещера, существенный, доступный, будущий, преобладающий.

Message, felling, limited, advertisement, scale, variety, create, look, benefit, amateur, scope, cave, significant, available, future, predominant.

V.   Match the words with the opposite meaning.

always	small	movable	late
possible	simple	wide	insignificant
take	return	significant	immovable
complex	impossible	firm	uncommon
begin	unlimited	wealthy	irresponsible
limited	finish	fine	poor
birth	never	responsible	soft
early	unacceptable	common	ugly
acceptable	death		

VI. Read the following text. Translate it into Russian. Use the dictionary if necessary.

GRAPHIC DESIGN

Graphic Design is the arrangement of typography and images to communicate a message, feeling, opinion, thought, or idea. This can take any form, from

photography to 3D design. Graphic design incorporates the use of, illustration, iconography, but is not limited to these devices.

Graphic design is practiced in numerous fields and media: Print – Magazines, newspapers, posters, periodicals, business collateral materials, print advertisements, film, videos, CDs, DVDs – title design, motion graphics, promotional materials.

Principles and elements of design. Design principles and elements are the basic visual toolbox of design tactics in every design discipline. The elements, including (space, shape, form, mass, line, texture, pattern, time, light, and color), compose the basic vocabulary of visual design.

Design principles, such as scale, proportion, balance, rhythm, emphasis, variety, and unity, constitute the broader structural aspects of the composition.

Graphic design theory. According to the classic theory of design, or graphic design, visual design, art, the visual excitement of a work of design is a result of how the composition of the design elements create mood, style, message, and a look.

There is research and planning that is needed for most design work: the design process, which encompasses the step-by-step and often complex path that a designer takes toward a design solution through research, exploration, re-evaluation, and revision of a design problem.

Graphic designers are usually first to adopt and incorporate new technology in solutions or concepts when possible. This experimentation is not always to the benefit of the design or the user.

The classic theory of design continues to be the first one introduced to starting students and amateurs, with details such as the number of principles varying from book to book and instructor to instructor. However, the classic theory of design is limited in scope as it only considers the decorative aspects of design. More comprehensive theories and treatments include or emphasize aspects of visual communication and usability, sometimes referring to sociology and linguistics.

VII. Answer the questions.

1. What is Graphic Design?
2. What does graphic design incorporate?
3. Where is graphic design practiced?
4. What are the main design elements?
5. What are design principles?
6. What is needed for most design work?

UNIT 8.   GARDEN DESIGN

Pre-reading exercises

I.   _There's a great number of new words and phrases in the following text. Study their meanings:_

layout ['leɪaut] – план, разбивка;
horticulture ['hɔ:tɪ'kʌltʃə] – садоводство;
patio ['pætɪou] – внутренний двор;
decking ['dekɪŋ] – украшение;
vocational [vou'keɪʃnəl] – профессиональный;
labourer ['leɪbərə] – рабочий;
commodity [kə'mɔdɪtɪ] – товар;
firmness['fə:mnɪs] – твердость, плотность, прочность, постоянство, неизменность;
delight [dɪ'laɪt] – наслаждение, удовольствие;
objective [ɔb'dʒektɪv] – восхищение;
surveyor [sə:'veɪə] – землемер, топограф;
scholar ['skɔlə] – ученый;
emergence [ɪ'mə:dʒəns] – появление;
tape-measure ['teɪp meʒə] – рулетка, мерная лента;
drawing ['drɔ: ɪŋ] – рисунок, чертеж;
animation [ænɪ'meɪʃn – оживление, воодушевление;
feature ['fi:tʃə] – особенность, черта;
fountain ['fauntɪn] – фонтан;
emerge [ɪ'mə:dʒ] – возникать, появляться;
legacy ['leɡəsɪ] – наследство.

II.   _Practise reading these words. Try to understand their meanings._

Process, professional, expert, profession, alternative, architecture, theory, project, architect, sculptor, poet, university, program, traditionally, computer, plan, vector, element, ornament, material, element, type, tradition, technical, construction, historic, history, private, college, certificate.

III. _Match the words with the opposite meanings:_

increase	back	likely	full-time
domestic	indoor	accept	long
outdoor	unnecessary	over	deny
forward	wild	short	under
necessary	decrease	part-time	unlikely

*IV. Find the English equivalent in **B** to the Russian words in **A**.*

A	**B**		
1) домашний:	a) domestication;	b) domestic;	c) wild;
2) владелец:	a) owner;	b) own;	c) ownership;
3) век:	a) centre;	b) central;	c) century;
4) расширение:	a) expansive;	b) expansion;	c) expectation;
5) популярный:	a) popular;	b) population;	c) popularity;
6) привычка:	a) chance;	b) labour;	c) habit;
7) профессиональный:	a) vocal;	b) vocational;	c) vocation;
8) подготовка:	a) training;	b) train;	c) trainer;
9) художник:	a) poet;	b) artisan;	c) painter;
10) земля:	a) grain;	b) ground;	c) grass;
11) ученый:	a) school;	b) science;	c) scholar;
12) художественный:	a) artistic;	b) scientific;	c) artificial;
13) основывать:	a) estimate;	b) estate;	c) establish.

V. Match the English words with their Russian equivalents:

Сад, знание, растение, тропинка, рабочий, скульптор, священник, изобретение, образование, водоем, влиятельный, необходимый, начинать, включать.

Invention, education, pond, priest, sculptor, labourer, path, plant, knowledge, garden, necessary, influential, include, begin.

VI. Read the following text. Translate it into Russian. Use the dictionary if necessary.

GARDEN DESIGN

Garden design is the process of designing the layout and planting of domestic gardens. Garden owners became increasingly involved in garden design during the twentieth century and there was also a sizable expansion in the employment of professional garden designers. Sissinghurst, perhaps the most popular garden made in the twentieth century, was designed by its owners: Vita Sackville-West and Harold Nicolson.

Sissinghurst Castle GardenMost garden designers are trained in design and in horticulture, and have an expert knowledge of plants, their habits and their needs. Garden designers are also concerned with the layout of landscape, including paths, water features, patios and decking.

Garden designers usually have a vocational type qualification, however, anyone can call themselves a "garden designer". Garden designers should not be confused with Landscape Architects, who have a different training, and are members of a

regulated profession. The alternative term "gardener" is usually applied to a labourer. The theory of garden design and landscape architecture can be traced to Vitruvius. Though he had little to say specifically about the design of outdoor space, Vitruvius put forward the influential theory that the objectives for all design projects are: Commodity, Firmness and Delight.

Before the renaissance garden design was usually carried out by garden owners or by the professionals they employed (horticulturalists, architects, surveyors, sculptors etc). In China and Japan, gardens were often designed by scholars, artists, poets, painters and priests. In Europe, it seems likely that professional training for garden designers began in seventeenth century France. After the time of Le Notre it was accepted that both an artistic and a horticultural training were necessary. Various garden design courses were established in Europe during the nineteenth century and in the twentieth century many of them changed over to the teaching of landscape architecture. Towards the end of the twentieth century there was a re-emergence of university level education programmes in garden design.

Traditionally, garden designs were set out on the ground. With renaissance advances in plan drawing it became common for gardens to be designed on paper and transferred to the ground using surveying instruments, including tape measures. With the invention of Computer Aided Design (CAD) towards the end of the twentieth century it is becoming increasingly common for garden designers to work on computer screens and then print paper plans which are issued to garden builders. A range of CAD programmes is used including vector drawing software, bitmap editing software, 3D modelling software and animation software. Some of these programmes are able to "print" 3D models as well paper plans.

The elements of garden design include landform, water features, fountains, garden ponds, planting design, garden buildings, garden lighting, garden sculpture, garden ornament, garden furniture and hard landscape materials. These elements are used to make a wide range of garden types.

VII. Make up all possible word combinations.

domestic	architecture
garden	space
sizable	designers
professional	expansion
landscape	owners
outdoor	gardens
influential	range
artistic	instruments
surveying	screens
computer	training
wide	theory

VIII. Translate these word combinations into Russian.

Garden designer; process of designing; domestic gardens; sizable expansion; professional garden designers; knowledge of plants; vocational type qualification; landscape architecture; design of outdoor space; influential theory; artistic training; renaissance advances; to be designed on paper; with the invention; to work on computer screens.

IX. Translate the following expressions into English.

Самый популярный сад; владельцы садов; профессиональное обучение; теория дизайна; различные курсы; университетская программа; используя инструменты; работать на компьютере; элементы дизайна.

X. Say if the following statements are true or false. Correct the false statements.

1. Garden design is the process of designing clothing.
2. Garden owners became involved in garden design during the 15th century.
3. Sissinghurst, the most popular garden was made in the 19th century.
4. Garden designers usually have a vocational type qualification.
5. The alternative term "gardener" is usually applied to a scientist.
6. The theory of garden design can be traced to Nicolson.
7. Before the renaissance garden design was usually carried out by garden owners.
8. In China gardens were designed by architects.
9. In Europe the professional training for garden designers began in the 20th century France.
10. Various garden design courses were established in Europe during the 18th century.
11. Traditionally, garden designs were set out on the ground.

XI. Provide answers to the questions below.

1. What kind of design is garden design?
2. When was there a sizable expansion in the employment of professional garden designers?
3. What is the most popular garden made in the 20th century?
4. What qualification do garden designers usually have?
5. Do garden designers have the same training as landscape architects?
6. Is the term "gardener" usually applied to a labourer?
7. What theory did Vitruvius put forward?
8. By whom was garden design carried out before the renaissance?
9. Where did professional training for garden designers begin in Europe?
10. When were various garden design courses established in Europe?
11. When was it possible for garden designers to work on computer screens?
12. What do the elements of garden design include?

UNIT 9. *GAME DESIGN*

Pre-reading exercises

I. *There's a great number of new words and phrases in the following text. Study their meanings:*

background ['bækgraund] – задний план, фон;

content ['kɔntent] – содержание;

marine [mə'ri:n] – морской флот;

core [kɔ:] – сущность, суть;

conceive [kən'si:v] – представлять, выражать;

govern ['gʌvən] – управлять, править, регулировать;

interaction [ıntər'ækʃn] – взаимодействие;

refine [rı'faın] – совершенствовать(ся);

interact [ıntər'ækt] – взаимодействовать;

challenge ['tʃælındʒ] – бросать вызов;

manner ['mænə] – способ, манеры;

presentation [prezen'teıʃn] – представление, постановка.

II. *Practise reading these words.*

Document, process, type, professional, army, theme, sort, strategy, commercial, interesting, method, final, inform.

III. *Match the English words with their Russian equivalents.*

Тема, армия, шахматы, развитие, деньги, попытка, изменение, часто, сильный, цель, достигать, забраковывать, пытаться, рассматривать, коммерческий, последний.

Army, chess, theme, money, development, change, attempt, strong, often, achieve, reject, aim, consider, try, final, commercial.

*IV. Find the English equivalents in **B** to the Russian words in **A**.*

A	**B**		
1) творить, создавать:	a) create;	b) relate;	c) regulate;
2) игрок:	a) play;	b) player;	c) playgoer;
3) зритель:	a) actor;	b) speculator;	c) spectator;
4) изобретать:	a) invent;	b) invest;	c) invert;
5) мнение:	a) opportunity;	b) oppression;	c) opinion;
6) одобрять:	a) improve;	b) approve;	c) approach;
7) начальный:	a) final;	b) innovate;	c) initial;
8) приятный:	a) enjoyable;	b) tasty;	c) smart;
9) разнообразие:	a) various;	b) variety;	c) varied;
10) желательный:	a) desire;	b) desperate;	c) desirable;
11) существенный:	a) especial;	b) essential;	c) established.

V. Match the words with the opposite meanings.

create	initial	final	destroy
interesting	boring	desirable	dissatisfied
variety	limitation (restriction)	satisfied	undesirable

VI. Read the following text. Translate it into Russian. Use the dictionary if necessary.

GAME DESIGN

Game design is the process of designing the content, background and rules of a game. A document which describes a game's design used during development may also be called a design document. Professional game designers specialize in certain types of games, such as board games, card games or video games.

A game's theme or setting is what the game is about: the armies of a chess board, the marine stuck on an abandoned lunar base, or entrepreneurs making money through property. Although not essential, most games have a theme of some sort, and it is often the starting point of the design. A strong theme is considered a core part of the marketing strategy for a commercial game and will often be conceived in a marketing department before being passed to game designers to create a game, particularly with licensed properties.

Gameplay. Gameplay is what the player does during the game, governed by the interactions of one or more game mechanics. Gameplay is at the heart of the design process and is usually extensively tested and refined. The aim of the gameplay is to make the game enjoyable and/or interesting to the player or the spectator. There are a wide variety of methods for achieving gameplay and designers are constantly inventing more. Gameplay is interactive and usually challenges the player in some manner.

Presentation. Presentation is the how the game and its theme are realized, the look and feel of the game. Although the final presentation of the game is not usually created by the designer of the mechanics of the game, the game design will inform the presentation, and the designer's opinion is usually sought.

VII. *Make up all possible word combinations.*

chess	point	design	variety
starting	theme	wide	presentation
strong	board	final	process
commercial	department	game	designers
marketing	game		

VIII. *Translate the following statements into Russian.*

The starting point of the design; the marketing strategy; marketing department; game designers; the heart of the design process; wide variety of methods; in some manner; the feel of the game; the designer's opinion.

IX. *Translate the following expressions into English.*

Тема игры; шахматная доска; коммерческая игра; создавать игру; во время игры; постоянно изобретать; цель игры; создаваться дизайнером; сделать игру интересно.

X. *Agree or disagree with the following statements. Correct the false statements.*

1. A game's theme or setting is what the game is about.
2. Gameplay is what the player does during the game.
3. The aim of the gameplay is to make the game enjoyable.
4. Presentation is the how the game and its theme are realized.
5. The final presentation of the game is created by the designer of the game.

XI. *Answer the questions to the text.*

1. What is "game design"?
2. In what types of games do Professional game designers specialize?
3. What is a game's theme?
4. What is "gameplay"?
5. What is the aim of the gameplay?
6. What is called presentation?
7. Is the final presentation of the game created by the designer of the game?

UNIT 10.   FASHION DESIGN

Pre-reading exercises

I.   There's a great number of new words and phrases in the following text. Study their meanings:

merely [ˈmɪəlɪ] – просто, только;
dressmaker [ˈdres meɪkə] – портной;
draper [ˈdreɪpə] – торговец тканями;
set up – учреждать, основывать;
creation [kri: ˈeɪʃn] – создание, творение;
handle [hændl] – управлять;
anonymous [əˈnɔnɪməs] – анонимный;
seamstress [ˈsemstrɪs] – портниха, швея;
descend [dɪˈsend] – происходить, переходить, передаваться;
court [kɔ:t] – двор;
at court – при дворе;
worth [wə:θ] – цена, ценность, достоинство;
brand [brænd] – марка, сорт, качество;
apprentice [əˈprentɪs] – ученик, подмастерье;
meld [meld] – сливаться, соединять(ся);
demise [dɪˈmaɪz] – смерть, кончина;
evolve [ɪˈvɔlv] – развивать(ся).

II.   Practise reading the following words. Translate them into Russian.

Accessory, style, dictate, tradition, symbol, internationally, copy, detail, salon, occupation, era, image, modern, start.

III.   Match the words with the opposite meaning:

success	present	young	fall
high	close	suitable	unfashionable
open	failure	expensive	uncertain
former	low	fashionable	past
female	pre-war	certain	finish
post-war	male	start	cheap
with	old	future	unsuitable
rise	without		

*IV. Find the English equivalents in **B** to the Russian words in **A**:*

A	**B**		
1) одежда:	a) cloth;	b) clothing;	c) close;
2) посвящать:	a) dedicate;	b) declare;	c) decorate;
3) королевский:	a) rowing;	b) royalist;	c) royal;
4) покупатель:	a) customer;	b) customary;	c) seller;
5) носить:	a) care;	b) wear;	c) dare;
6) успех:	a) regress;	b) rehearse;	c) success;
7) творение, создание:	a) cultivation;	b) creation;	c) gravitation;
8) выставка, показ:	a) show;	b) snow;	c) blow;
9) покупка:	a) purse;	b) phase;	c) purchase;
10) преобладающий:	a) dominant;	b) difficult;	c) important;
11) вдохновение:	a) dedication;	b) inspiration;	c) irritation.

V. Match the English words with their Russian equivalents.

Мода, искусство, шаг, редактор, покупатель, одежда, отдел, знаменитость, готовый, влиятельный, происходить, посылать, приспосабливаться.

Art, fashion, editor, footstep, garments, department, buyer, influential, celebrity, ready, adapt, originate, sent.

VI. Read the following text. Translate it into Russian. Use the dictionary if necessary.

FASHION DESIGN

Fashion design is the applied art dedicated to the design of clothing and lifestyle accessories. The first fashion designer who was not merely a dressmaker was Charles Frederick Worth (1826–1895). Before the former draper set up his fashion house in Paris, clothing design and creation was handled by largely anonymous seamstresses, and high fashion descended from styles worn at royal courts. Worth's success was such that he was able to dictate to his customers what they should wear, instead of following their lead as earlier dressmakers had done. With his unprecedented success, his customers could attach a name and a label to his designs once they learned that they were from the House of Worth, thus starting the tradition of having the designer of a house is not only the creative head but the symbol of the brand as well.

Worth's former apprentice Paul Poiret opened his own fashion house in 1904, melding the styles of Art Nouveau and aesthetic dress with Paris fashion. His early Art Deco creations signalled the demise of the corset from female fashion. Following in Worth's and Poiret's footsteps were: Patou, Vionnet, Fortuny, Molyneux (who taught Dior, Balmain and Lanvin), Lanvin, Chanel, Mainbocher, Schiaparelli, Balenciaga, and Dior. Hand in hand with clothing, haute couture accessories evolved

internationally with such names as Guccio Gucci, Domenico Dolce and Stefano Gabbana, Thierry Hermès, Judith Leiber, and others.

VII. Make up all possible word combinations:

fashion	art
applied	accessories
lifestyle	designer
clothing	courts
royal	design
unprecedented	fashion
creative	house
former	apprentice
own	success
female	head

VIII. Translate the following expressions from English into Russian.

Dedicated to the design of clothing; clothing design; styles worn at royal courts; creative head; symbol of the brand; melding the styles; hand-in-hand with; Paris fashion; evolved with such names as, following footsteps.

IX. Translate the following expressions from Russian into English.

Дизайн одежды; прикладное искусство; первый дизайнер; дом моды; женская мода; диктовать покупателям; что следует носить; бывший ученик; открывать свой собственный дом моды.

X. Define true and false sentences. Correct the false ones.

1. Fashion design is the process of designing of gardens.
2. The first fashion designer was Charles Frederick Worth.
3. Worth's success was such that he was able to dictate to his customers what they should wear.
4. Worth's former apprentice Paul Poiret opened his own fashion house in 1500.

XI. Answer the following questions.

1. What is fashion design?
2. Who was the first fashion designer?
3. When did Paul Poiret open his own fashion house?
4. What fashion designers do you know?

UNIT 11.   DESIGN MANAGEMENT

Pre-reading exercises

I.   *There's a great number of new words and phrases in the following text. Study their meanings:*

comprehensive [kɔmprɪ'hensɪv] – всесторонний, подробный;

enterprise ['entəpraɪz] – предприятие;

attribute [ə'trɪbju:t] – относить к …;

collaborate [kə'læbəreɪt] – сотрудничать;

benefit ['benɪfit] – польза, выгода;

manage ['mænɪdʒ] – управлять, руководить;

heighten [haɪtn] – увеличить(ся);

curricular [kə'rɪkjulə] – учебный план, программа;

apart from – не говоря о …;

procedure [prə'si:dʒə] – процедура;

contemporary [kən'tempərərɪ] – современник.

II.   *Practise reading the following words. Translate them into Russian.*

Management, organization, process, activity, business, function, platform, technology, historical, corporation, client, traditionally, expressive, industrial, product, conference, leader, literature, effectively, potential, critical, strategy, economical, courses, programme, role, social.

III.   *Match the English words with their Russian equivalents.*

Развитие, решение, рынок, деятельность, уровень, знания, правительство, улучшение, участие, правильно, выразительный, выбирать, понимать.
Decision, market, development, knowledge, activity, understand, level, correctly, improvement, expressive, participation, choose, government.

*IV. Find in **B** the English equivalent to the Russian word in **A**.*

A	**B**		
1) предлагать:	a) offend;	b) offer;	c) differ;
2) решение:	a) decision;	b) inclusion;	c) conclusion;
3) рынок:	a) carpet;	b) margin;	c) market;
4) предприятие:	a) enterprise;	b) entrance;	c) entity;
5) независимый:	a) insistant;	b) indicated;	c) independent;
6) сотрудничать:	a) collaborate;	b) contribute;	c) dictate;
7) улучшение:	a) development;	b) improvement;	c) government;
8) участие:	a) participation;	b) production;	c) transmission;
9) общество:	a) certainty;	b) community;	c) activity;
10) связь:	a) consideration;	b) conservation;	c) connection;
11) цель:	a) goal;	b) goat;	c) coal;
12) природа:	a) culture;	b) nature;	c) mature;
13) основывать:	a) evaluate;	b) estimate;	c) establish.

V. Match the words with the opposite meaning:

internal	independent
back	incorrectly
correctly	forward
dependent	badly
well	external
expressive	quickly
together	decrease
effective	separately
important	inexpressive
slowly	ineffective
increase	unimportant

VI. Read the following text. Translate it into Russian. Use the dictionary if necessary.

DESIGN MANAGEMENT

The term design management offers to an organization an approach to make design-relevant decisions in a market and customer-oriented way as well as optimizing design-relevant (enterprise-) processes. It is a long-continuous comprehensive activity on all levels of business performance. Design management acts in the interface of management and design and functions as link between the platforms of technology, design, management and marketing at internal and external interfaces of the enterprise.

Historical development of design management

The roots of design management go back into the 1920s with AEG and the 1950s and 1940s with Olivetti. For a long time design management was used as a term, but thereby not understood correctly, since it could be attributed neither directly to the design nor the management.

1940s. Design as a function within corporations, or as independent consultancies have not always collaborated well with business. Clients and the market have traditionally viewed design as an expressive and production function. Designers have focused their skills and knowledge in the creation of designed artifacts. In England, the British Design Council was founded in 1944 by the British wartime government as the Council of Industrial Design, with the objective "to promote by all practicable means the improvement of design in the products of British industry".

1950s. Chicago industrialist Walter Paepcke of the Container Corporation of America founded the Aspen Design Conference in the United States after World War II as a way of bringing business and designers together – to the benefit of both. In 1951, the first conference topic, "Design as a function of management", was chosen to ensure the participation of the business community. After several years, however, business leaders stopped attending because the increased participation of designers changed the dialogue, focusing it not on the need for collaboration between business and design, but rather on the business community's failure to understand the value of design. While designers were trying to make connections to the business community, there were business people that were trying to make connections to the design community. Individuals from both communities began making connections between the goals of business and how design could be a subject in the management suite. Design management's foundations are European in nature and one of the strongest early advocates was Peter Gorb, former Director of the London Business School's Centre for design management.

1960s to 1970s. In 1966 the term design management was mentioned in the anglo-american literature by Farr. Design management focused on how to define design as a business function and provide the language and method of how to effectively manage it. In the late 1960s and into the 1970s Gorb and others began to write articles that were drafted to designers to learn about business, and to business professionals to understand the untapped potential of design as a critical business function.

"And what designers need to learn, and this is the most important thing, is the language of the business world. Only by learning that language can you effectively voice the arguments for design". (Peter Gorb)

In 1975 the Design Management Institute was founded in Boston and developed following the Harvard Business School. The DMI is an international nonprofit organization that seeks to heighten awareness of design as an essential part of business strategy and become the leading resource and international authority on design management. Economical faculties used the possibility first (after some books

regarding this topic were published) of establishing economical courses of studies for design management. Slowly also design faculties followed to take up studies for design management into their academical curricula. Apart from the economical and design-oriented courses there are today also pure master courses in design management (the Westminster university was one of the first in Europe) as well as co-operation programmes, like the International Design Business Management Programme in Helsinki (co-operation programme of universities from design, technology and management). In the late 1970s design management refers to the movement in Great Britain, Europe and America, which focusses on designresources in corporate business.

1980s to today. In the beginning, design management was seen by many only as short-lived fashion, but over the time it was going to be established. This procedure was supported by the increasing role of the design within the development of social, economic, ecological, technological and cultural processes. And design management got more important through the change from a strategy of cost leadership, over the quality leadership to the strategy of performance leadership. Today, one has to understand design in its entire, contemporary spectrum and thereby not be reduced on linear areas (product design, communication design, industrial design, etc.). Any adjustment of design to certain fields of work would not deal fairly with the social and economic task of design in any way. Design management intervenes here, organizes, mediates and structures in an increasing more complex enterprise and economic world.

VII. Match the words from two columns to make up word combinations:

design	activity
comprehensive	performance
business	management
historical	function
production	development
industrial	participation
practicable	design
increased	means
anglo-american	faculties
international	literature
economical	organization
academical	programme
cooperation	curricular

VIII. Translate the following expressions into Russian.

Design management; to offer an approach; long-continuous comprehensive activity; internal and external interfaces of the enterprise; expressive and production

functions; all practicable means; participation of the business community; collaboration between business and design; make connections to the business community.

IX.   Translate the following word combinations into English.

На всех уровнях; делать решения; историческое развитие; промышленный дизайн; улучшение дизайна; участие дизайнеров; понимать важность дизайна; цели бизнеса; бывший директор; самая главная вещь; институт был основан; международные организации; развитие экономического и технологического процесса.

X.   Define whether the sentences true or false. Correct the false ones.

1.   Design management is a long-continuous comprehensive activity on all levels of business performance.
2.   The roots of design management go back into the 1720s.
3.   Design as a function within corporations have always collaborated well with business.
4.   Clients and the market have traditionally viewed design as an expressive and production function.
5.   In England, the British Design Council was founded in 1924.
6.   In 1951, the first conference topic "Design as a function of management" was chosen to ensure the participation of the business community.
7.   The term "design management" was mentioned in the anglo-american literature in 1800.
8.   In 1975 the Design management Institute was founded in Boston.

XI.   Provide answers to the questions below.

1.   What is design management?
2.   The roots of design management go back into 1920s, don't they?
3.   Has design always collaborated well with business?
4.   When was the British Design Council founded?
5.   What was the objective of the Council of Industrial Design?
6.   Where did the Aspen Design Conference take place?
7.   What was the first conference topic?
8.   When was the term "design management" mentioned in the anglo-american literature?
9.   When was the Design management Institute founded in Boston?
10. The Design management Institute is an international nonprofit organization, isn't it?

UNIT 12.   ENVIRONMENTAL DESIGN

Pre-reading exercises

I.   There's a great number of new words and phrases in the following text. Study their meanings:

environment [ɪnʹvaɪərənmənt] – окружающая обстановка, окружение, среда;
consideration [kənʹsɪdəʹreɪʃn] – рассмотрение;
to take into – принимать во внимание;
encompass [ɪnʹkʌmpəs] – содержать, включать;
endeavour [ɪnʹdevə] – попытка;
spatial [ʹspeɪʃəl] – пространственный;
preservation [prezəːʹveɪʃn] – сохранение;
disability [dɪsəʹbɪlɪtɪ] – неспособность;
access [ʹækses] – доступ, подход;
manner [ʹmænə] – стиль, манера;
recognize [ʹrekəgnaɪz] – признавать;
option [ɔpʃn] – выбор;
application [æplɪʹkeɪʃn] – применение, употребление;
barrier [ʹbærɪə] – шлагбаум;
dispersion [dɪsʹpəː ʃn] – разбрасывание;
framework [ʹfreɪmwəːk] – строй, структура;
blend [blend] – смешивать, соединять;
regeneration [rɪ dʒenəʹreɪʃn] – восстановление;
implication [ɪmplɪʹkeɪʃn] – смысл, знание.

II.   Practise reading the following words. Translate them into Russian.

Policy, complex, system, cultural, technology, material, natural, physical, social, process, action, functional, specific, sort, history, historic, architect, situation, general, project, construction, organic, energy, model, philosophy, ecology, strategy, individual.

III.   Match the words with the opposite meanings:

Определять, включать, связь, сообщение, зрительный, человеческий, специальность, ученый, акустический, пейзаж, находить, развивать, создавать.
Communication, human, visual, to define, to find, to develop, to create, landscape, scientist, specialty, acoustic, to include.

*IV.   Find in **B** the English equivalent to the Russian word in **A**:*

A	**B**		
1) здание:	a) bridge;	b) building;	c) brick;
2) значение:	a) meaning;	b) definition;	c) medium;
3) применение:	a) condition;	b) urgency;	c) use;
4) инструмент:	a) tool;	b) tone;	c) tongue;
5) мода:	a) feast;	b) favour;	c) fashion;
6) сложный:	a) complete;	b) complex;	c) comprehensive;
7) поведение:	a) behaviour;	b) belief;	c) benefit;
8) принцип:	a) fund;	b) foundation;	c) fundamental;
9) действие:	a) conclusion;	b) action;	c) adaptation;
10) требовать:	a) require;	b) research;	c) reproduce;
11) внешний:	a) interior;	b) exterior;	c) extreme;
12) особый:	a) spectacular;	b) specular;	c) specific;
13) опыт:	a) experience;	b) expert;	c) explosion.

V.   Match the words from the columns to form antonyms:

exclude	simple
complex	question
answer	include
human	modern
old-fashioned	calm
rural	inorganic
ability	inhuman
noise	disability
organic	urban

VI. Read the following text. Translate it into Russian. Use the dictionary if necessary.

ENVIRONMENTAL DESIGN

Environmental design refers to taking environmental concerns into consideration when designing plans, programs, policies, buildings, or products. Environmental Design has been defined this way: "We live in the world by design. Creating the everyday environment in which we live involves complex systems of cultural meaning, visual communication and the use of tools, technology and materials. As a field of study, Environmental Design encompasses the built, natural, and human environments and focuses on fashioning physical and social interventions informed by human behaviour and environmental processes. Design asks us to find answers to the most fundamental of human questions: how should we live in the

world and what should inform our actions? This complex endeavour requires an interdisciplinary approach".

"Environmental design" in the old-fashioned sense has to do with developing physical, spatial environments, whether interior or exterior, to meet one or more esthetic or day-to-day functional needs, or to create a specific sort of experience – the focus being the human-designed environment. As this is a field with a very lengthy history, it can be said to include such specialties as architects, acoustical scientists, landscape architects, urban planning, interior designers, lighting designers, and exhibit designers. In many communities and situations, historic preservation can be added to this list. Another recent addition to this general area might be "disability access" for all manner of construction projects.

From the middle of the twentieth century if not before, thinkers like Buckminster Fuller have acted as catalysts for a broadening and deepening of the concerns of environmental designers. Nowadays, energy-efficiency, appropriate technology, organic horticulture or organic agriculture, land restoration, community design, and ecologically sustainable energy and waste systems are recognized considerations or options and may each find application. Examples of the environmental design process include use of roadway noise computer models in design of noise barriers and use of roadway air dispersion models in analyzing and designing urban highways. Designers consciously working within this more recent framework of philosophy and practice seek a blending of nature and technology, regarding ecology as the basis for design. Some believe that strategies of conservation, stewardship, and regeneration can be applied at all levels of scale from the individual building to the community, with benefit to the human individual and local and planetary ecosystems. In terms of its larger scope, environmental design obviously has implications for the industrial design of many sorts of products – innovative automobiles, wind-electricity generators, solar-electric equipment, and very many other kinds of equipment could serve as examples.

Environmental designers in this newer sense may be architects, engineers, environmental scientists, landscape designers, urban planners, waste-management experts, and so on.

VII. Match the words from 2 columns to make up word combinations:

environmental	technology	specific	designers
complex	meaning	lengthy	history
cultural	processes	exhibit	communication
visual	interventions	historic	behaviour
social	systems	appropriate	preservation
human	sort	organic	agriculture

VIII. Continue the following sentences.

1. Environmental design refers to taking environmental concerns into consideration when … .
2. Environmental Design has been defined this way … .
3. Environmental Design in the old-fashioned sense has to do with … .
4. Examplex of the environmental design process include … .
5. Environmental designers may be … .

IX. Answer the questions below.

1. What is the environmental design?
2. Do we live in the world by design?
3. What does the everyday environment involve?
4. What does environmental design, as a field of study, encompass?
5. What do examples of the environmental design process include?
6. What does environmental design have implications for?

X. What new information have you learnt about environmental design? What things have you already known?

XI. Writing. You are an environmental designer. Write a short paragraph that contains the activity of the environmental designer.

UNIT 13.   VIEWS ON DESIGN MANAGEMENT

Pre-reading exercises

I. There's a great number of new words and phrases in the following text. Study their meanings:

project [prə′dʒekt] – проектировать, составлять;
application [æplı′keıʃn] – применение, употребление;
accomplish [ə′kɔmplıʃ] – исполнять, выполнять;
multifarious [mʌltı′fɛərıəs] – разнообразный;
supplement [′sʌplımənt] – дополнение, добавление;
thereby [′ðɛə′baı] – таким образом, вследствие этого;
intersection [ıntə:′sekʃn] – пересечение, точка пересечения;
versus [′və:səs] – против;

interchangeable [ıntə:ˈtʃeındʒəbl] – заменимый, взаимозаменяемый;
accomplishment [əˈkɔmplımənt] – выполнение, завершение;
outcome [ˈautkʌm] – результат, последствие;
respond to [rısˈpɔnd] – удовлетворять требованиям.

II.   Practise reading the following words. Translate them into Russian.

Model, process, traditions, industries, groups, manager, agency, classical, instrument, product, enthusiasm, contrast, situation, methods, techniques, leader.

*III.   Find the English equivalents in **B** to the Russian word in **A**.*

A	**B**		
1) предприятие:	a) enterprise;	b) building;	c) comprise;
2) успех:	a) regres;	b) progress;	c) success;
3) мнение:	a) creation;	b) opinion;	c) doubt;
4) развивать:	a) devote;	b) determine;	c) develop;
5) важный:	a) important;	b) constant;	c) insistant;
6) действовать:	a) indicate;	b) operate;	c) illustrate;
7) достижение:	a) agreement;	b) improvement;	c) achievement;
8) значение	a) meaning;	b) felling;	c) ability;
9) сотрудничество:	a) creation;	b) collaboration;	c) investigation;
10) изменение:	a) change;	b) chance;	c) charge;
11) новшество:	a) inquiry;	b) innocence;	c) innovation;
12) описывать:	a) divide;	b) describe;	c) diversify.

IV.   Match the English words with their Russian equivalents:

рынок	level
прикладной	market
ограниченный	applied
общий	to understand
понимать	creative
уровень	limited
различие	common
различаться	to depend
выбирать	to know
зависеть	to choose
знать	to differ
творческий	difference

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V.   Match the words with the opposite meaning:

progress	impossible
multifarious	re-active
limited	regress
important	monotonous
equal	dislike
pro-active	unimportant
like	unlimited
possible	unequal

VI. Read the following text. Translate it into Russian. Use the dictionary if necessary.

VIEWS ON DESIGN MANAGEMENT

Different views on design management. Design management is no model that can be projected on any enterprise, no application with linear functionalities and no specific way that leads to success. Rather design management processes are accomplished by humans with different authorities and trainings, who work in different fields of enterprises with different sizes, traditions and industries and they have very different target groups and markets to serve. Design management is multifarious as well as opinions about design management are different. The design management topics show an overview of the spectrum what design managers deal with. Many agencies are limited to subranges and supplement thereby their classical applied design range.

Design management and marketing. Design management and marketing have many common intersections. In the marketing, which was developed in the 1960s, design became ever more important. In the beginnings design was understood as a marketing instrument, it further developed itself and today it can be seen on the same level then management. Today's management theories speak of equal partnership between marketing management, product management and design management.

Design management versus design leadership. In the every-day-business design managers often operate in the area of design leadership. But design management and design leadership are not interchangeable. Like the differences between management and leadership they differ in their objectives, achievements of objectives, accomplishment and outcomes. Design leadership is pro-active; it leads from a vision, over the communication, the convey of meaning and collaboration through motivation, enthusiasm and attaining of needs, to changes, innovations and creative solutions. Thereby it describes the futures needs and chooses a direction in order to get to that described future. In contrast, design management is re-active and is responding to a given business situation by using specific skills, tools, methods and

techniques. Design management and design leadership depend on each other, design management needs design leadership to know where to go and design leadership needs design management to know how to go there.

VII. Make up all possible word combinations:

design	methods
specific	instrument
different	management
common	solutions
marketing	intersactions
equal	partnership
creative	industries

VIII. Say if the following statements are true or false. Correct the false statements.

1. Design management is a model that can be projected on any enterprise.
2. The design management topics show an overview of the spectrum that design managers deal with.
3. Design management and marketing have many common intersactions.
4. Design management and design leadership are interchangeable.
5. Design management and design leadership depend on each other.

IX. Answer the questions below.

1. What is design management?
2. Is design management multifarious?
3. Design management and marketing have many common intersactions, don't they?
4. Are design management and design leadership interchangeable?
5. What are the differences between management and leadership?
6. Do design management and design leadership depend on each other?

X. Points for discussion.

1. Different views on design management.
2. Common intersactions of design management and marketing.
3. Differences between design management and design leadership.

UNIT 14. CRITICAL DESIGN

Pre-reading exercises

I. *There's a great number of new words and phrases in the following text. Study their meanings:*

embody [ɪm′bɔdɪ] – включать, содержать;
consumer [kən′sju:mə] – потребитель;
subsequent [′sʌbsɪkwənt] – последующий;
preconception [′pri:kən′sepʃn] – предвзятое мнение;
pillow [′pɪlou] – подушка;
occur [ə′kə:] – иметь место, случаться;
intend [ɪn′tend] – намереваться;
intent [ɪn′tent] – намерение;
speculative [′spekjulətɪv] – мыслительный;
fiction [fɪkʃn] – вымысел;
assume [ə′sju:m] – принимать, допускать;
dominance [′dɔmɪnəns] – преобладание, господство;
embody [ɪm′bɔdɪ] – воплощать.

II. *Practise reading the following words. Translate them into Russian.*

Critical, culture, process, object, type, radio, climate, mobile, phone, machine, energy, activity, form, idea, technology, project, music, role.

III. *Match the English words with their Russian equivalents:*

отражение	to exist
практика	to move
безвредный	reflection
видимый	practice
невидимый	to raise
существовать	visible
окружать	invisible
двигать(ся)	to surround
делать	harmless
поднимать	easily
легко	to make

*IV. Find in **B** the English equivalent to the Russian word in **A**.*

A	**B**		
1) ценность:	a) value;	b) valley;	c) valour;
2) культура:	a) feature;	b) future;	c) culture;
3) ожидание:	a) congratulation;	b) conclusion;	c) expectation;
4) применение:	a) used;	b) use;	c) user;
5) думать:	a) thing;	b) sink;	c) think;
6) господство, преобладание:	a) domination;	b) dominion;	c) domineering;
7) пример:	a) examine;	b) example;	c) exercise;
8) предлагать:	a) suit;	b) substitute;	c) suggest;
9) деятельность:	a) activity;	b) acting;	c) actuate;
10) наука:	a) science;	b) fiction;	c) scene;
11) устройство:	a) development;	b) device;	c) determination.

V. Match the words to form antonyms:

invisible	harmless	rise	fall
outside	inside	familiar	hard
harmful	visible	comfortable	unfamiliar
easy	uncomfortable		

VI. Read the following text. Translate it into Russian. Use the dictionary if necessary.

CRITICAL DESIGN

Critical design, popularized by Tony Dunne and Fiona Raby, uses designed artifacts as an embodied critique or commentary on consumer culture. Both the designed artifact (and subsequent use) and the process of designing such an artifact cause reflection on existing values, mores, and practices in a culture. A critical design will often challenge its audiences preconceptions and expectations thereby provoking new ways of thinking about the object, its use, and the surrounding environment. A typical example of critical design is Dunne and Raby's Pillow, an inflatable pillow that acts as a type of radio transmitting changes in the local radio frequency climate, such as a mobile phone or a fax machine operating nearby. The pillow form suggests this passing electroclimate is harmless, yet it also causes reflection on the energy moving through one's home without one's awareness. The fact that such a device can easily make the invisible visible also raises questions about privacy – if one can easily monitor activity occurring outside one's home, how easy is it for others to monitor what's happening inside one's home from the outside?

Critical designs may be built and intended for use or they may act as a form of speculative design, where the idea or conceptual intent of the object itself is enough

to cause reflection. When implemented as a speculative design, the audience for reflection is generally other designers as opposed to users, and the intent is to illustrate potentially new design spaces. An example of a speculative design is the series of value fictions designed by Bill Gaver and Heather Martin. As opposed to science fiction, which assumes existing or familiar values (e.g. the sanctity of the family unit) but projects technology into the future (e.g. a space ship family car), a value fiction assumes familiar or existing technology and proposes alternate values. As a specific example, by Gaver and Martin, is a bird feeder that classically conditions birds to sing your favorite songs, from Britney Spears to Beethoven. In this case, the value of human dominance over animals is embodied in a personal, living music box. The extremity of this design provokes reflection on our existing practices of domination over nature and the role of technology in this drive.

VII. Make up all possible word combinations:

critical	machine	fax	fictions
existing	environment	science	songs
surrounding	values	familiar	phone
mobile	values	favourite	design

VIII. Continue the following sentences.

1. A critical design will often challenge its audiences preconceptions and expectations thereby …
2. An example of critical design is …
3. Critical designs may be built and intended for use or …
4. An example of a speculative design is …

IX. Provide answers to the questions below.

1. What is critical design?
2. What is an example of critical design?
3. May critical designs act as a form of speculative design?
4. What is an example of speculative design?

X. Points for discussion. What new information about critical design have you learnt from the text?

XI. Writing. Write a short report on the examples of critical design and speculative design.

UNIT 15. INTERIOR DESIGN

Pre-reading exercises

I. There's a great number of new words and phrases in the following text. Study their meanings:

spatial [speɪʃəl] – пространственный;
volume [′vɔljum] – емкость, объем;
treatment [′tri:tmənt] – обращение;
concept [′kɔnsept] – понятие, представление;
endorse [ɪn′dɔ:s] – подтверждать, одобрять;
enhance [ɪn′ha:ns] – увеличивать, повышать;
integrate [′ɪntɪɡreɪt] – соединять;
finding [′faɪndɪŋ] – открытие, данные;
aesthetic [i:s′θetɪk] – эстетический;
appropriate [ə′prouprɪɪt] – свойственный, подходящий;
media [′mi:djə] – средство;
through the media – посредством;
specification [spesɪfɪ′keɪʃn] – спецификация, детали;
load [loud] – груз;
finish [′fɪnɪʃ] – отделка;
fixture [′fɪkstʃə] – арматура;
in compliance with [kəm′plaɪəns] – в соответствии с …;
applicable [′æplɪkəbl] – пригодный, подходящий;
collaborate [kə′læbəreɪt] – сотрудничать;
bid [bɪd] – предлагаемая цена.

II. Practise reading the following words. Translate them into Russian.

Interior, process, aspects, product, traditional, decoration, expert, analyze, information, graphic, communication, document, contract, agent, function, client, public, construction, plans, materials, technical, mechanical, electrical, recommendation.

III. Match the English words with their Russian equivalents:

Поверхность, дополнение, рассматривать, работа, устанавливать, документы, определение, увеличивать, безопасность, требование, готовить, требовать, одобрение.

To establish, documents, addition, surface, to consider, requirement, to require, approval, to prepare, definition, safety, job, to increase.

*IV.   Find in **B** the English equivalents to the Russian word in **A**:*

A	**B**		
1) мебель:	a) creatur;	b) furniture;	c) structure;
2) направление:	a) direction;	b) interaction;	c) connection;
3) производить:	a) reduce;	b) introduce;	c) produce;
4) решать:	a) recite;	b) decide;	c) receive;
5) образование:	a) tuition;	b) vocation;	c) education;
6) качество:	a) quality;	b) quantity;	c) quarter;
7) цель:	a) compose;	b) purpose;	c) purchase;
8) улучшать:	a) prove;	b) impress;	c) improve;
9) охранять:	a) protest;	b) protect;	c) protract;
10) развивать:	a) develop;	b) devote;	c) differ;
11) строительство:	a) consumption;	b) contamination;	c) construction;
12) оборудование:	a) equipment;	b) development;	c) establishment;
13) оценивать:	a) estate;	b) evaluate;	c) evacuate.

V.   Match the words with the opposite meaning:

interior	decrease
former	initial
north	common
increase	slow
final	unpopular
completion	exterior
natural	the last
duties	south
popular	beginning
fast	unnatural
private	rights
include	exclude

VI. Read the following text. Translate it into Russian. Use the dictionary if necessary.

INTERIOR DESIGN

Interior design is the process of shaping the experience of interior space, through the manipulation of spatial volume as well as surface treatment. Interior Design draws on aspects of environmental psychology, architecture, product design and furniture design in addition to traditional decoration. An interior designer is a person who is considered an expert in the field of interior design or one who designs interiors as part of their job. Interior design is a creative practice that analyzes

programmatic information, establishes a conceptual direction, refines the design direction, and produces graphic communication and construction documents. In many jurisdictions, interior designers must be licensed to practice.

The Profession. The following definition was decided upon and is endorsed by the Council for Interior Design Accreditation (The Council) (formerly known as FIDER), the National Council for Interior Design Qualification (NCIDQ) and major interior design associations (IIDA, ASID) of North America. The professional interior designer is qualified by education, experience, and examination to enhance the function and quality of interior spaces for the purpose of improving the quality of life, increasing productivity, and protecting the health, safety, and welfare of the public.

The professional interior designer:
- analyzes client's needs, goals, and life safety requirements,
- integrates findings with knowledge of interior design,
- formulates preliminary design concepts that are aesthetic, appropriate, and functional, and in accordance with codes and standards,
- develops and presents final design recommendations through appropriate, presentation media,
- prepares working drawings and specifications for non-load bearing interior,
- construction, reflected ceiling plans, lighting, interior detailing, materials, finishes, space planning, furnishings, fixtures, and equipment in compliance with universal accessibility guidelines and all applicable codes,
- collaborates with professional services of other licensed practitioners in the technical areas of mechanical, electrical and load-bearing design as required for regulatory approval,
- prepares and administers bids and contract documents as the client's agent,
- reviews and evaluates design solutions during implementation and upon completion.

VII. Make up all possible combinations:

interior	design
spatial	decoration
surface	space
product	volume
traditional	treatment
programmatic	qualification
construction	definition
following	designer
design	documents
professional	information

VIII. Define whether the sentences true or false. Correct the false ones.

1. Interior Design draws on aspects of industrial design.
2. An interior designer is a person who is considered an expert in the field of interior design.
3. The professional interior designer is qualified by education and experience.
4. The professional interior designer prepares contract documents as the client's agent.

IX. *Answer the following questions.*

1. What is interior design?
2. What does interior design include?
3. Must interior designers be licensed to practice?
4. What are the functions of the professional interior designer?

X. *Points for discussion. Say what you have learnt about interior design and the activity of professional interior designer.*

UNIT 16. WEB DESIGN

Pre-reading exercises

I. *There's a great number of new words and phrases in the following text. Study their meanings:*

UI – user interface – пользовательский интерфейс;
HTML – Hyper Text Markup Language – язык HTML (стандартный язык, используемый для создания страниц WWW);
to display [dɪs'pleɪ] – показывать;
tabular ['tæbjulə] – табличный, в виде таблицы;
table [teɪbl] – таблица;
to subvert [sʌb'və:t] – свергать, разрушать;
advent ['ædvənt] – появление;
layout ['leɪaut] – план, оборудование;
outdated [aut'deɪtɪd] – устарелый;
to integrate ['ɪntɪgreɪt] – соединять;
script [skrɪpt] – почерк;
to enhance [ɪn'ha:ns] – увеличивать, повышать;

feature ['fi:tʃə] – особенность;
restrictive [rɪs'trɪktɪv] – ограничительный;
proprietary [prə'praɪətərɪ] – собственнический;
background ['bækɡraund] – задний план, фон;
artist ['a:tɪst] – мастер, художник;
fixed [fɪkst] – неподвижный, закрепленный;
preference ['prefərəns] – предпочтение;
adjust [ə'dʒʌst] – регулировать;
content ['kɔntent] – содержание;
prospective [prəs'pektɪv] – будущий;
plug-in – съемный, сменный (шрифт);
usability – 1) удобство и простота использования; 2) практичность.

II.   Practise reading the following words. Translate them into Russian.

Text, basic, structure, paragraph, forms, communication, progress, information, technology, standards, format, programmers, original, graphic, factors, control, characteristic, illusion, standard, specific, selection.

III.   Match the English words with their Russian equivalents:

Создатель, потребитель, язык, сила, введение, основной, страница, гибкий, дальше, существовать.

To exist, basic, creator, user, power, introduction, further, language, page, flexible.

*IV.   Find in **B** the English equivalents to the Russian word in **A**:*

A	**B**		
1) изобретатель:	a) discovery;	b) inspector;	c) inventor;
2) опубликовывать:	a) publish;	b) public;	c) publication;
3) заголовок:	a) head;	b) heading;	c) headway;
4) способность:	a) incredibility;	b) invariability;	c) ability;
5) сложный:	a) simple;	b) complete;	c) complex;
6) менять:	a) chance;	b) change;	c) charge;
7) предлагать:	a) offer;	b) offend;	c) offering;
8) требовать:	a) reproach;	b) require;	c) reserve.

outdated	break	like	unlimited
link	unknown	dependent	uncomfortable
known	modern	comfortable	impossible
limited	unlike	possible	independent

VI. Read the following text. Translate it into Russian. Use the dictionary if necessary.

WEB DESIGN

History. Tim Berners-Lee, the inventor of the World Wide Web published a website in August 1991, making him also the first web designer. His first was to use hypertext with an existing email link.

Early on, websites were written in basic HTML, a markup language giving websites basic structure (headings and paragraphs), and the ability to link using hypertext. This was new and different to existing forms of communication - users could easily open other pages.

As the Web and web design progressed, the markup language used to make it, known as Hypertext Mark-up Language or HTML, became more complex and flexible. Things like tables, which could be used to display tabular information, were soon subverted for use as invisible layout devices. With the advent of Cascading Style Sheets (CSS), table based layout is increasingly regarded as outdated. Database integration technologies such as server-side scripting and design standards like CSS further changed and enhanced the way the Web is made.

The introduction of Macromedia Flash into an already interactivity-ready scene has further changed the face of the Web, giving new power to designers and media creators, and offering new interactivity features to users. Flash is much more restrictive than the open HTML format, though, requiring a proprietary plugin to be seen, and it does not integrate with most web browser UI features like the "Back" button.

Liquid versus fixed layouts. Programmers were the original web page designers in the early 1990s. Currently most web designers come from a graphic artist background in print, where the artist has absolute control over the size and dimensions of all aspects of the design. On the web however, the Web designer has no control over several factors, including the size of the browser window and the size and characteristics of available fonts.

Many designers compensate for this by wrapping their entire webpage in a fixed width box, essentially limiting it to an exact pixel-perfect value, which is a fixed layout. Some create the illusion of liquidity by building the graphics for their webpage at a size larger than any current standard monitor size. Other designers say that this is bad because it ignores the preferences of the user, who might have their

browser sized a specific way that they like best. These people propose a liquid layout, where the size of the Web page adjusts itself based on the size of the browser window.

There is a usability reason (rather than wanting control) for why a designer may choose a more fixed layout. Studies have shown that there is usually an optimal line width in terms of readability. One rule to appear from such studies is that lines should be between 40-60 characters long, or approximately 11 words per line. But users may choose their windows size and font selection to optimize other factors more important to them.

This decision of which style of layout to use is often made on a case by case basis, depending on the needs and audience of the website. In some cases, it is difficult to create fixed layouts which work well given the amount of content needed, and the fact that one has to try to cater for the needs of all prospective users.

VII. Make up all possible word combinations:

email	control	design	creators
basic	forms	media	standards
existing	link	absolute	information
tabular	structure		

VIII. Continue the following sentences.

1. The inventor of the World Wide Web is … .
2. Early on, Websites were written in … .
3. As the Web design progressed, the markup language used to make it, known as … .
4. The introduction of Macromedia Flash into an already interactivity – ready scene has changed … .
5. Programmers were the original web page designers in … .

IX. Answer the following questions.

1. Who was the first web designer?
2. When did Tim Berners-Lee publish a website?
3. What is Hypertext Mark-up Language?
4. Database integration technologies and design standards further changed, didn't they?
5. What has changed the face of the Web?
6. Is Flash much more restrictive than the open HTML format?
7. Programmers were the original Web page designers in the early 1990s, weren't they?

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