



УТВЕРЖДЕНО:

**Педагогическим советом Колледжа
ФГБОУ ВО «РГУТИС»
Протокол № 4 от «24» февраля 2021 г.
с изм. Протокол № 5 от 05.04.2021
с изм. Протокол № 6 от 18.06.2021**

**ФОНД ОЦЕНОЧНЫХ СРЕДСТВ
ДИСЦИПЛИНЫ
ОГСЭ.03. Иностраный язык**

**основной профессиональной образовательной программы среднего профессионального
образования – программы подготовки специалистов среднего звена**

по специальности: 54.02.01 Дизайн (по отраслям)

Квалификация: дизайнер

год начала подготовки: 2021

Разработчики:

должность	подпись	ученая степень и звание, ФИО
<i>преподаватель</i>		Фетисов Л.С.

ФОС согласован и одобрен руководителем ППСЗ:

должность	подпись	ученая степень и звание, ФИО
Руководитель ОПОП 54.02.01.Дизайн (по отраслям)		Козьмодемьянская Е.И.



1. Паспорт фонда оценочных средств

В результате освоения учебной дисциплины ОГСЭ.03 Иностранный язык обучающийся должен обладать предусмотренными ФГОС по специальности СПО 54.02.01 Дизайн (по отраслям) знаниями и умениями

уметь:

- общаться (устно и письменно) на иностранном языке на профессиональные и повседневные темы;
- переводить (со словарем) иностранные тексты профессиональной направленности;
- самостоятельно совершенствовать устную и письменную речь, пополнять словарный запас;

В результате освоения учебной дисциплины обучающийся должен

знать:

- лексический (1200 - 1400 лексических единиц) и грамматический минимум, необходимый для чтения и перевода (со словарем) иностранных текстов профессиональной направленности.

Компетенции:

Код	Наименование компетенций
ОК 4	Осуществлять поиск и использование информации, необходимой для эффективного выполнения профессиональных задач, профессионального и личностного развития.
ОК 5	Использовать информационно-коммуникационные технологии в профессиональной деятельности.
ОК 6	Работать в коллективе, эффективно общаться с коллегами, руководством, потребителями.
ОК 8	Самостоятельно определять задачи профессионального и личностного развития, заниматься самообразованием, осознанно планировать повышение квалификации.
ОК 9	Ориентироваться в условиях частой смены технологий в профессиональной деятельности.

2. Результаты освоения учебной дисциплины, подлежащие проверке

Формы промежуточной аттестации по семестрам:

3 семестр	Другие формы контроля
4 семестр	Другие формы контроля
5 семестр	Другие формы контроля
6 семестр	Другие формы контроля
7 семестр	Другие формы контроля
8 семестр	Экзамен

В результате промежуточной аттестации по учебной дисциплине осуществляется комплексная проверка:



1) следующих умений и знаний:

Результаты обучения: умения, знания и общие/профессиональные компетенции	Показатели оценки результата	Форма контроля и оценивания
Уметь:		
У 1 - общаться (устно и письменно) на иностранном языке на профессиональные и повседневные темы	Умеет общаться (устно и письменно) на иностранном языке на профессиональные и повседневные темы	<i>Для текущего контроля:</i> Выполнение практических заданий, зачетных работ, презентация Оценка самостоятельной работы обучающихся <i>Для промежуточной аттестации:</i> другие формы контроля(3-7 семестры) экзамен (8 семестр)
У 2 - переводить (со словарем) иностранные тексты профессиональной направленности; самостоятельно совершенствовать устную и письменную речь, пополнять словарный запас	Умеет переводить (со словарем) иностранные тексты профессиональной направленности; самостоятельно совершенствовать устную и письменную речь, пополнять словарный запас	<i>Для текущего контроля:</i> Выполнение практических заданий, зачетных работ, презентация Оценка самостоятельной работы обучающихся <i>Для промежуточной аттестации:</i> другие формы контроля(3-7 семестры) экзамен (8 семестр)
Знать:		
З 1 лексический (1200 - 1400 лексических единиц) и грамматический минимум, необходимый для чтения и перевода (со словарем) иностранных текстов профессиональной направленности	Знает лексический (1200 - 1400 лексических единиц) и грамматический минимум, необходимый для чтения и перевода (со словарем) иностранных текстов профессиональной направленности	<i>Для текущего контроля:</i> Выполнение практических заданий, зачетных работ, презентация Оценка самостоятельной работы обучающихся <i>Для промежуточной аттестации:</i> другие формы контроля(3-7 семестры) экзамен (8 семестр)

2) формирования компетенций:

Код формируемой компетенции	Наименование компетенции	Формы и методы контроля и оценки освоения результатов обучения
ОК 4	Осуществлять поиск и	<i>Для текущего контроля:</i>



	использование информации, необходимой для эффективного выполнения профессиональных задач, профессионального и личностного развития	Выполнение практических заданий, зачетных работ, презентация Оценка самостоятельной работы обучающихся <i>Для промежуточной аттестации:</i> другие формы контроля(3-7 семестры) экзамен (8 семестр)
ОК 5	Использовать информационно-коммуникационные технологии в профессиональной деятельности	<i>Для текущего контроля:</i> Выполнение практических заданий, зачетных работ, презентация Оценка самостоятельной работы обучающихся <i>Для промежуточной аттестации:</i> другие формы контроля(3-7 семестры) экзамен (8 семестр)
ОК 6	Работать в коллективе, эффективно общаться с коллегами, руководством, потребителями	<i>Для текущего контроля:</i> Выполнение практических заданий, зачетных работ, презентация Оценка самостоятельной работы обучающихся <i>Для промежуточной аттестации:</i> другие формы контроля(3-7 семестры) экзамен (8 семестр)
ОК 8	Самостоятельно определять задачи профессионального и личностного развития, заниматься самообразованием, осознанно планировать повышение квалификации	<i>Для текущего контроля:</i> Выполнение практических заданий, зачетных работ, презентация Оценка самостоятельной работы обучающихся <i>Для промежуточной аттестации:</i> другие формы контроля(3-7 семестры) экзамен (8 семестр)
ОК 9	Ориентироваться в условиях частой смены технологий в профессиональной деятельности	<i>Для текущего контроля:</i> Выполнение практических заданий, зачетных работ, презентация Оценка самостоятельной работы обучающихся <i>Для промежуточной аттестации:</i> другие формы контроля(3-7 семестры) экзамен (8 семестр)

3. Контрольно-измерительные материалы

Методика применения контрольно-измерительных материалов

Контроль знаний обучающихся включает:

Текущий контроль

Промежуточную аттестацию:

3.2 Контрольно-измерительные материалы включают:



Типовые задания для оценки знаний и умений текущего контроля

Контроль и оценка результатов освоения тем осуществляется преподавателем в процессе выполнения обучающимися заданий

- 1) Задания в тестовой форме
- 2) Кейс-задания
- 3) Компетентностно-ориентированные задания
- 4) Комплексные практические задания

Контрольно - измерительные материалы для текущего контроля по учебной дисциплине

Тесты

Для 3 семестра

Вариант 1

- 1 Bill Gates spends most of his time his company
A running B framing C working
- 2 If you have...you should see the dentist.
A cough B flu C toothache
- 3 I could hear the thunder in the distance
A rumbling B wailing C blowing
- 4 Angie was wearing a beautiful ring.
A velvet B silver C silk
- 5 Our department store offers a wide... of goods at very low prices
A range B sale C fashion
- 6 People ... Kate Winslet for her beauty and talent
A look B admire C watch
- 7 Mora was wearing a beautiful long ... skirt
A light blue silk B silk light blue C silk and light blue
- 8 The purple cardigan is much ... than the grey one.
A the most expensive B expensive C more expensive
- 9 I could hear the children singing.....
A sweet B sweeter C sweetly
- 10 Look at the tree! It..... fall.
A will B is going to C going to
- 11 If Jackie.....hard she will pass her exams.
A studies B studying C will study
- 12 I think this sweater is not as.....as that one
A nice B nicer C nicest
- 13 When I.....to the supermarket I'll buy some eggs
A will go B am going C go
- 14 There are.....carrots in the lodge. You don't have to buy any.
A a few B few C any
- 15 I think I.....the chicken soup, please
A will have B am going to have C have



Вариант 2

- 1 Diana has been living here.....twenty years.
A since B for C in
- 2 I saw Mike but I didn't talk to him because he was deep.....thought
A to B in C for
- 3 Peterhis head on the cupboard
A banged B twisted C burnt
- 4 It's going to rain, there are clouds... overhead
A gathering B grabbing C stepping
- 5 I found a brightly-coloured....on the beach.
A shell B sand C spot
- 6 The early morning air was cool and.....
A hot B warm C mild
- 7 If you try to walk onyou'll sink
A quicksand B avalanche C hurricane
- 8 Roy gives guided Of the island every summer
A attractions B tours C lines
- 9 Donhis fishing line into the water and waited patiently for the fish to bite
A cast B curled C rocked
- 10 Robert was alone in the house; all he could hear was the sound of thunder.....
A sweeping B shaking C rumbling
- 11 We had just left the beach when the.. came in
A tide B shore C coast
- 12 If I ... enough money I would buy a new car.
A had B have C am having
- 13 If I.....my work early I'll call you.
A finished B will finish C finish
- 14 If yougo anywhere where would you go?
A can B could C had
- 15 I'm sure Mike would win the race if he..... hard enough
A will train B would train C trained

Для 4 семестра

Вариант 1

1. Ann.....shopping every day.
A is going B goes C go
2. Frank and Henry.....tennis now.
A are playing B play C were playing
3. We haven't got.....apples.
A no B some C any
4. ".....I watch TV now?" "No, clean up your room first."
A Must B Should C Can
5. I'd like a....of milk, please.
A bar B box C carton
6. Betty is.....than Jane.



- A taller B the tallest C as tall
7. There is a red car in the street....car belongs to my friend.
A The B A C Some
- 8.....touch the iron. It's very hot.
A Can't B Don't C Shouldn't
9. There.....a lot of people at the cinema last night.
A is B are C were
- 10.....your jumper. It's a bit chilly.
A Take on B Take off C Put on
- 11.My new flat has central....., so it's really warm.
A heating B system C wardrobe
- 12.If you give somebody something, e.g. a drink, you say: “..”
A Please. B Not at all. C Here you are.
13.to my party tomorrow?
A Will you come B Did you come C Have you come
- 14 Look at the clouds! I think it.....soon.
A is raining B was raining C is going to rain
- 15 She wasn't at home when the telephone.....
A is ringing B rings C rang

Вариант 2

- 1 Tell me about your holiday in England. What was the weather...?
A look B like C nice
- 2 Excuse me, how do I.....to the post office from here?
A get B walk C go
- 3 He's an early bird and he.....gets up late.
A always B usually C never
4. If you don't study, you.....pass the exam.
A don't B didn't C won't
5. Jones is.....of all the players in our basketball team.
A as short B not as short C much shorter
6. “Thank you very much indeed.” “.....”
A Very well. B Please. C You are welcome
7.to London?
A Are you ever B Will you ever be C Have you ever been
8. The window.....by some boys playing football yesterday morning.
A broke B was broken C had broken
9. Careful students do not.....mistakes.
A make B have C get
10. Yesterday I attended..... a boring lecture that I nearly fell asleep.
A too B as C such
11. I..... in the garden when it started to rain.
A worked B was working C had worked
12. If you want someone to give you something, you ask..... it.
A for B from C on
13. This is a no-entry area. We.....go in. If they catch us, we will be in trouble.



- A must B can C mustn'tt
14. "Why are you late?" "Because I..... my bus."
A lost B spent C missed
15. Janet has bought..... pine furniture for her bedroom.
A some B many C a number of

Для 5 семестра

Вариант 1

1. We're going to the cinema. Why don't you.....us?
A meet B join C show
2. I like girls.....are pretty.
A who B whom C which
3. John doesn't smoke,.....?
A is he B isn't he C does he
4. Ted leads a very healthy lifestyle. He.....drinks nor smokes.
A or B nor C neither
5. Paul moved.....last month.
A home B house C flat
- 6.....has ever treated me like that!
A Someone B Everyone C no one
7. I.....my dentist tomorrow.
A see B have seen C am seeing
8. Do you know what time.....?
A the film starts B does the film start C the film will start
9. If I had enough money, I.....a new bicycle.
A will buy B would buy C bought
10. Pay received on a weekly basis is called a
A perk B wage C salary
11. Fred's mother doesn't let him.....television for hours.
A to watch B watch C watching
12. If you do not accept an offer, an invitation or a job, you turn it...
A off B back C down
- 13here long?
A Do you work B Are you working C Have you been working
14. If a task or a job is challenging, it is very...
A easy B well-paid C urgent
15. Barbara told me she ... to Poland the following year.
A will return B would return C had returned

Вариант 2

1. If it is about to rain, you might say: "..."
A. It looks like rain. B. It stopped raining.
C. It never rains but it pours.
2. Philip ... going for a swim.
A. offered B. suggested C. asked
3. I wish I ... drive a car. I think I'll take some driving lessons.



- A. can't B. could C. couldn't
4. This time tomorrow we ... to London.
A fly B are flying C will be flying
5. He lives on the ... of London.
A outside B outdoors C outskirts
6. I'll never forget... her.
A to meet B meeting C have met
7. Take a jacket with you in case it... cold.
A gets B got C will get
8. He has a reputation for being... to his employees.
A upset B furious C rude
9. My neighbour's car breaks down a lot. He always ... by the mechanics at the local garage.
A repairs it B has repaired it C has it repaired
10. I'd rather we ...until tomorrow.
A won't leave B don't leave C didn't leave
11. Oxfam is... to helping the poor.
A qualified B committed C expert
12. Joanna ...English for 3 years before she went to England.
A has studied B has been studying C had studied
13. Richard is.... enough to apply for the job. They are looking for someone with more experience.
A old B not old C young
14. It's a good thing the driver managed to brake just in time. You... killed.
A would be B might be C could have been
15. If a car pulls up, it...
A stops B accelerates C drives off

Для 6 семестра

Вариант 1

1. "Will you water the plants today" '‘Only if it.....rain.’
A doesn't B wouldn't C will
2. If people.....their cars into the city centre, there wouldn't be so much air pollution.
A didn't take B wouldn't take C hadn't taken
3. An artist is the same as a:
A painter B actor C drawer
4. The attic is just under the..
A roof B floor C ceiling
- 5 A ceiling with a space between it and the floor above from which it hangs is...
A painted ceiling B plaster C suspended ceiling
- 6 A room for small children is called
A a nursery B a dining room C a drive
- 7 On the roof you can find
A chimney B tiles C flowerbed
- 8 What is NOT a shape
A diamond B line C square
- 9 space in the corner where two lines meet is...



- A curve B box C angle
10. extending from one corner to the opposite corner is...
A vertical line B triangular C diagonal
11. extended in one direction without bending is...
A straight B curved C angled
12. The opaque curtain produces...
A light B dark C shade
13. materials that do not block light are called...
A dark B shady C translucent
14. Which is NOT a secondary colour
A red B orange C green
15. two lines that are the same distance from each other along their entire lengths.
A diagonal B curved C parallel

Вариант 2

1. having an uneven surface with sharp points means...
A patterned B empty C jagged
2. You bake clay objects in a...
A kiln B brush C glaze
3. a thin paint made with pigment in water is...
A glaze B watercolour C easel
4. a material used to clean up paint or make it flow smoothly is...
A smock B thinner C clay
5. not shiny is...
A glossy B matte C inkjet
6. Vibrant is...
A. not bright B. Strong C. having black hue
7. complementary colour is...
A. A similar colour B. A dark shade
C. a hue with different primary colours with another one.
8. a design with a repeated image is a...
A. Pattern B. Texture C flow
9. the state of being even is...
A. jagged B cluttered C smooth
10. The artist attached the photograph to the paper with...
A. scotch B. tape C. inkjet
11. ...leaked on the table and left a stain
A. ruler B. eraser C. ink
12. Hold the... still so you can draw a straight line.
A. tape B. marker C. ruler
13. a soft substance that hardens when heated is...
A. clay B. pigment C. thinner
14. a material used to clean up paint or make it flow smoothly is...
A. clay B. kiln C. thinner
15. the measurement of screen resolution is...
A. DPI B. USB C. scanner



Для 7 семестра

Вариант 1

1. to create an image with a pen or pencil means to...
A. draw B. stretch C. raise
2. to make something larger in one direction is to...
A. design B. enlarge C. stretch
3. to plan how something will be created
A. edit B. draw C. stretch
4. to change something in preparation for publishing
A. enlarge B. raise C. design
5. ...the picture so that it is smaller than the name.
A. sketch B. drop C. reduce
6. I my homework when suddenly a bird flew through my window!
A did B was doing C am doing
7. Shona came to the party wearing a.....dress.
A beautiful red B red and beautiful C red beautiful
8. It.....so heavily outside that we couldn't see out of our window.
A rained B is raining C was raining
9. "Can I have a biscuit now. Mum?" Gina asked
A sweetly B sweeter C sweet
10. Mike was shouting so that the neighbours could hear him.
A louder B loud C loudly
11. This jacket is £50. Have you got anything.....?
A cheap B cheaper C cheapest
12. "Whose is that.....car?" "It's my dad's!"
A huge green B green huge C green and huge
13. It.....before, but I think it has stopped now.
A has been snowing B snowed C is snowing
14. Marie is.....girl I've ever seen.
A pretty B prettier C the prettiest
15. How much is thatblouse?
A cotton purple B purple cotton C purple and cotton

Вариант 2

1. The designer had to ...several mistakes from the draft.
A. drop B. erase C. enlarge
2. Make sure to... the image right in the center of the page.
A. sketch B. reduce C. drop
3. The designer wants to... a quick outline of her ideas.
A. erase B. reduce C. sketch
4. If you... the picture any more, it will be too big for the page.
A. reduce B. drop C. enlarge
5. to make part of something darker
A. create B. tint C. shade in
6. Look at that boy! He.....the race.



- A wins B is going to win C will win
7. "Don't forget to invite Susan to the party." - "Don't worry. I....."
- A will B would C won't
8. "What are your plans for the future?" - "Well, I like helping people so I.....a doctor."
- A am being B will be C am going to be
9. Hello. I.....to speak to Mr Brown, please.
- A would like B like C will
10. When youyour homework, please call me.
- A will finish B are finishing C finish
11. Jane.....her new boss tomorrow so wish her luck.
- A is meeting B meets C will meet
12. Jim.....the job if he's late for the interview.
- A isn't getting B won't get C doesn't get
13. You.....eat so much junk food. It's bad for your health.
- A won't B should C shouldn't
14. What will happen if you.....to work on time?
A don't get B won't get C will get
15. I'll do all the housework before I....the film.
A watch B am going to watch C will watch

Для 8 семестра

Вариант 1

1. to put something inside of something else
A. fill in B. create C. print
2. to add a color to something
A. create B. tint C. shade in
3. to produce something that is the same as something else
A. print B. create C. copy
4. to produce a physical version of something
A. tint B. spend C. print
5. to make or produce something new
A. create B. tint C. fill in
6. Moira was wearing a beautiful long.....skirt.
A light blue silk B silk light blue C silk and light blue
7. The purple cardigan is much.....than the grey one.
A the most expensive B expensive C more expensive
8. I could hear the children singing.....
A sweet B sweeter C sweetly
9. Look at the tree! It.....fall.
A will B is going to C going to
10. If Jackie.....hard she will pass her exams.
A studies B studying C will study
11. I think this sweater is not as.....as that one.
A nice B nicer C nicest
12. When I.....to the supermarket, I'll buy some eggs.
A will go B am going C go



13. There are.....carrots in the fridge. You don't have to buy any.
A a few B few C any
14. I think I.....the chicken soup, please.
A will have B am going to have C have
15. Diana has been living here.....twenty years.
A since B for C in

Вариант 2

1. Use a lighter color to... the text in the picture
A. darken B. highlight C. draft
2. If you ...the picture too much, the details will not be visible.
A. darken B. highlight C. draft
3. The artist... the new book with original drawings.
A. darkened B. illustrated C. reproduced
4. small, specific parts are...
A. details B. concept C. progress
5. an object made skillfully by hand is ...
A. craft B. utility C. applied arts
6. a type of art involving objects worn on the body is...
A. function B. jewelry C. applied arts
7. I haven't been to a football match since I... university.
A started B was starting C had started
8. When Mary..... home Bob was sleeping in front of the television.
A has arrived B had arrived C arrived
9. To his horror, Joe discovered that someone..... into his home.
A had broken B was breaking C has broken
10. "Do you know where Mike is?" - "No, I.....him today."
A haven't seen B hadn't seen C wasn't seeing
11. "Have you seen Jamie?.....to find him for an hour."
A I've tried B I've been trying C I try
12. Mr Cox.....as a teacher for twenty years.
A works B is working C has been working
13. "Did you give the books to Dianne?" - "No, because when I arrived at the office she...."
A has already left B had already left C was already leaving
14. When George got home Jenny the plants in the garden.
A has been watering B was watering C has watered
15. I.....Scotland since I was fifteen years old.
A didn't visit B don't visit C haven't visited

Типовые задания для оценки знаний и умений промежуточной аттестации

Контрольно-измерительные материалы для промежуточной аттестации по учебной дисциплине

Тексты для перевода и пересказа



3 семестр

Вариант 1

How the Past Influences the Present

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

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

The lines between graphic design, advertising, and fine art often blurred together until the mid-1800s. At that time, Henry Cole explained the importance of graphic design to his government (in Great Britain) in the *Journal of Design and Manufactures*. Cole went on to become influential in the growth of design education.

You can see an incredibly successful example of a logo as far back as 1885, when Frank Mason Robinson created the classic Coca Cola logotype. Yet the actual term “graphic design” didn’t appear until 1922, when it was coined by the type designer, illustrator, and book designer William Addison Dwiggins.

Throughout the 20th century, new styles and technologies emerged rapidly, each one exerting some influence on graphic design. For instance, the Bauhaus movement embraced mass production and the new machine culture after World War I; after World War II photography began replacing illustrations in most graphic design, and post-modernism brought new materials, bright colours, and humour to design. And of course with computers came the digital revolution.

Задания к тексту:

1). Read and retell the text.

2). Answer the questions:

1. When did the term “graphic design” appear?
2. When did Frank Mason Robinson create the classic Coca Cola logotype?
3. When did new styles and technologies emerge rapidly?
4. When did the digital revolution come?
5. Did advertising exist in ancient times?

3). True or false:

1. And of course with computers came the era of artificial intelligence.
2. Doctor Pemberton created the classic Coca Cola logotype.
3. Advertising existed in ancient times.
4. The term “graphic design” was coined by the type designer, illustrator, and book designer William Addison Dwiggins.
5. Egyptians designed wall posters on papyrus.

Вариант 2

Graphic designers

Graphic design is versatile. It may embrace a multitude of diverse design-related industries. However, on the whole design encompasses services provided by professional artists, designers and image makers. We think graphic design is not just a beautiful visual representation, but a science in its own right, with its own philosophy and history. It marries painter’s art and analyst’s precision. After all, any graphic design, operating non-verbal and visual symbols, may exert great influence on the audience.



Graphic designers - or graphic artists - plan, analyze, and create visual solutions to communications problems. They find the most effective way to get messages across in print and electronic media using colour, type, illustration, photography, animation, and various print and layout techniques. Graphic designers develop the overall layout and production design of magazines, newspapers, journals, corporate reports, and other publications. They also produce promotional displays, packaging, and marketing brochures for products and services, design distinctive logos for products and businesses, and develop signs and signage systems -called environmental graphics - for business and government. An increasing number of graphic designers also develop material for Internet Web pages, interactive media, and multimedia projects. Graphic designers also may produce the credits that appear before and after television programs and movies.

The first step in developing a new design is to determine the needs of the client, the message the design should portray, and its appeal to customers or users. Graphic designers consider cognitive, cultural, physical, and social factors in planning and executing designs for the target audience. Designers gather relevant information by meeting with clients, creative or art directors, and by performing their own research. Identifying the needs of consumers is becoming increasingly important for graphic designers as they continue to develop corporate communication strategies in addition to creating designs and layouts.

Задания к тексту:

- 1). Read and retell the text.
- 2). Answer the questions:
 1. What is the first step in developing a new design?
 2. What do graphic designers produce?
 3. What factors do graphic designers consider?
 4. How do designers gather relevant information?
 5. How do graphic designers prepare sketches or layouts?
- 3). True or false:
 1. Graphic designers sometimes supervise 1st year students who follow instructions to complete parts of the design process.
 2. Graphic designers prepare sketches by hand only to illustrate their vision for the design.
 3. Graphic designers use specialized computer software packages to help them create layouts and design elements and to program animated graphics.
 4. Designers then present the completed design to the constructor for approval.
 5. They select colours, sound, artwork, photography, animation, style of type, and other visual elements for the design.

4 семестр

Вариант 1

Work environment and professional training Working conditions and places of employment vary. Graphic designers employed by large advertising, publishing, or design firms generally work regular hours in well-lighted and comfortable settings. Designers in smaller design consulting firms and those who freelance generally work on a contract, or job, basis. They frequently adjust their workday to suit their clients' schedules and deadlines. Consultants and self-employed designers tend to work longer hours and in smaller, more congested, environments.



Designers may work in their own offices or studios or in clients' offices. Designers who are paid by the assignment are under pressure to please existing clients and to find new ones to maintain a steady income. All designers sometimes face frustration when their designs are rejected or when their work is not as creative as they wish. Graphic designers may work evenings or weekends to meet production schedules, especially in the printing and publishing industries where deadlines are shorter and more frequent.

Graphic designers must be familiar with computer graphics and design software. A bachelor's degree in graphic design is usually required. Creativity, communication, and problemsolving skills are important, as are a familiarity with computer graphics and design software.

Jobseekers are expected to face keen competition; individuals with Web site design and animation experience will have the best opportunities.

Задания к тексту:

1). Read and retell the text.

2). Answer the questions:

1. Who can graphic designers be employed by?

2. Why do all designers face frustration?

3. What must graphic designers be familiar with?

4. What do designers show to employers?

5. Why do designers need to be well-read, open to new ideas and influences?

3). True or false:

1. Beginning graphic designers usually need 3 to 5 years of working experience before they can advance to higher positions.

2. Most graphic designers work in shopping malls and supermarkets.

3. Graphic designers may work evenings or weekends to meet production schedules, especially in the printing and publishing industries where deadlines are shorter and more frequent.

4. Demand increases for design projects for interactive media - Web sites, mobile phones, and other technology.

5. Some designers do freelance work - full time or part time.

Вариант 2

Printings

Printings comprise an essential part of the company corporate image. Designers use only state-of-the-art technologies and consider all internal and external factors in order to reach the effect clients are aspiring to in their concept implementation.

Promotional leaflets are one of the most popular and effective methods to advertise the products to customers.

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

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

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



Задания к тексту:

- 1). Read and retell the text.
- 2). Answer the questions:
 1. What is a necessary attribute for a business person?
 2. What are the most popular and effective methods to advertise the products to customers?
 3. Why are printings so important for big companies?
 4. What are the ways to attract numerous clients?
 5. What role do prospects, catalogues and menus play for companies?
- 3). True or false:
 1. Low quality printing products with your logo deliver a corresponding image for you.
 2. Designers create portfolio that will satisfy all your needs.
 3. Designers can create cars with a company logo, which clients and partners will remember for a long time.
 4. Qualitative print and informative texts are enough for the modern reader.
 5. Combining all cost-effective advantages and high information value, booklets are one of the most efficient and wide-used types of advertising printings.

5 семестр

Вариант 1

Working as a Book Designer

Working in book design can mean several things. For some, it may be creating elaborate book covers and jacket designs from scratch. For others, it may mean hours of detailed-oriented layout work. Designing a book cover means first understanding the nature of the book, and then the audience, and in today's market, creating something that sells. This work may be done as a freelancer or in-house for a book publisher. When working in book design one can expect to: Design covers; Design book jackets; Work in page layout; Learn the rules of typography; Work with deadlines.

Depending on the project, book design and layout can call for all types of graphic design software. Covers that incorporate photography will most likely be brought into Photoshop at some point. Others that need original artwork and clever typography will likely be done in a program like Illustrator. For layout of full books, In Design and Quark are used throughout the industry. Book designers must pay close attention to the legal issues to protect their work. A fair contract will enable the designer to make additional money for a second printing or paperback printing that goes beyond the original run of a book.

This allows the designer to share in the success of the product and not give unlimited use of the design. Designers should also look to get their credit on books they design, which will help to promote their business.

- 1) Read and retell the text.
- 2) Give the right pairs of antonyms:
software, original, forget, legal, success, unlimited, irreplaceable, remind, bright, illegal, failure, limited, replaceable, hardware, dark, ordinary.
- 3) Identify the following verb forms:
can mean, means, creating, may be done, incorporate, will be done, are used, will enable, goes, allows, should look, are hired, have to start out, are producing.

Вариант 2



Form, Shape and Space in graphic design

Shapes are at the root of graphic design. They are figures and forms that make up logos, illustrations and countless other elements in all types of designs. Using shapes properly is one of the keys to successful graphic design. The form, colour, size and other characteristics for the shapes in a layout can determine its mood and message. Soft, curved and rounded shapes are perceived differently than sharp, angled shapes. The “white space” or negative space left between shapes will also significantly impact a design. Experimentation and altering of shapes within a design can ultimately lead to the desired result.

Current graphics software has transformed the way graphic designers can deal with shapes. Adobe Illustrator is the most useful tool for shape creation and manipulation. Simple shapes such as circles, squares and triangles can be created with a click and drag of the mouse. Adjusting lines and curves using the tools in Illustrator and similar programs can create more complex shapes, of limitless dimensions. Colours, patterns, opacity and other characteristics of shapes can easily be altered. It is important for designers to master the shape tools within their favourite software, as almost any shape that can be imagined can now be created. Form and shape are areas or masses which define objects in space. Form and shape imply space; indeed they cannot exist without space.

Задания к тексту:

- 1) Read and retell the text.
- 2) Give antonyms to the following words: irregular, asymmetrical, impossible, difficult, positive, background, effective, normal, affect.
- 3) Identify the following verb forms:
are, make up, can determine, are perceived, will impact, can lead to, has transformed, can deal with, can be created, can create, can be altered, to master, can be imagined, define, can be

6 семестр

Вариант 1

Brand design, development and promotion

Professional branding is a complicated and multilevel process of a brand or a trade mark creation and promotion including target market analysis, advertising actions, brand positioning means, naming, visual brand images, brand strategy, analysis of marketing efficiency.

Marketing terms "brand" and "branding" derive from English "brand" which throws back to Norse "brandr", which means "fire, to burn". Brand is a complex of information about a company, goods, service, including a name, a logotype, corporate style allowing consumers to define it among multiple competitors, creates its image and reputation at the market of goods and services. From the legal side brand is a trade mark, defining a producer and belonging to him. Some authors consider a brand to be a complex of copyright objects, such as a trade mark and a corporate name.

A brand includes the following components:

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

Brand can be a sell and buy object. "Business week" regularly publishes the prices of the leading brands, where the first ten is Coca-Cola, Google and Microsoft. Each of them costs more than fifty billions of dollars.

Задания к тексту:



- 1) Read and retell the text.
- 2) Make the following sentences negative:
 1. Marketing terms "brand" and "branding" derive from English "brand" which throws back to Norse "brandr", which means "fire, to burn".
 2. Brand creates company image and reputation at the market of goods and services.
 3. Some authors consider a brand to be a complex of copyright objects.
 4. Brand can be a sell and buy object.
 5. "Business week" regularly publishes the prices of the leading brands.
- 3) Identify the following verb forms:
including, need, throws back, means, can be, publishes, was developed, appeared, influences, becomes, will multiply, will enhance, will win, include, is used, to promote, aims, are considered.

Вариант 2

What's in a name?

In the days when Manfred Gotta was still on the staff of a Frankfurt advertising agency, he was asked to promote a new cat food called "Katzenmaus" (Kittys feast). To a German, the name might seem vaguely silly, for non Germans it is simply unpronounceable. The client insisted on keeping the name and Gotta handed in his notice. In future, he decided, he would devote himself full-time to devising names for new products. Friends and colleagues were convinced he'd snapped. But today, at 50, Gotta has his own firm in Frankfurt and makes a tidy living inventing original names. He came up with the curious word "Xedos" for a luxury limousine, labelled one sporty little car "Twingo" and hit on "Vectra" for a range model. Gotta produces names for cars, confectionary and telephones and has over 80 corporate clients in Europe, Japan and the United States. He charges around 100,000 marks for a name which is to be used nationally, more than twice that for one which will be suitable on a European scale. Compared to the development costs of a car or a chocolate bar, it is peanuts. But the name is a vital part of the image, and often more important than the colour or shape of a product. A good name, says professional wordsmith Gotta, creates positive associations, can be used internationally and it is unique". That goes for Japanese cars hoping to find buyers in Europe and the US as well as for German beer, which is exported to countries throughout the world. "If you are a globally active company you need to think in terms of a global identity," says Manfred Gotta.

Задания к тексту:

- 1) Read and retell the text.
- 2) Make the following sentences negative:
 1. Gotta's staff spend weeks doing research to ensure that the world rights to the name are available.
 2. A good name creates positive associations.
 3. Name is a vital part of the image.
 4. This kind of brainstorming session generally produces several alternatives.
 5. Gotta makes a tidy living inventing original names.
 6. German beer is exported to countries throughout the world.
- 3) Give antonyms to the following words: available, important, silly, unpronounceable, future, full time, original, novel, suitable, positive, rude.



7 семестр

Вариант 1

Advertising

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. While now central to the contemporary global economy and the reproduction of global production networks, it is only quite recently that advertising has been more than a marginal influence on patterns of sales and production. Mass production necessitated mass consumption, and this in turn required a certain homogenization of consumer tastes for final products.

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "brand image". For these purposes, advertisements sometimes embed their persuasive message with factual information. Every major medium is used to deliver these messages, including television, radio, cinema, magazines, newspapers, video games, the Internet, carrier bags and billboards. Advertising is often placed by an advertising agency on behalf of a company or other organization.

Organizations that frequently spend large sums of money on advertising that sells what is not, strictly speaking, a product or service include political parties, interest groups, religious organizations, and military recruiters. Non-profit organizations are not typical advertising clients, and may rely on free modes of persuasion, such as public service announcements.

Задания к тексту:

1) Read and retell the text.

2) Make the following sentences negative:

1. Advertising attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service.
2. Advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products.
3. The billboards are often lighted.
4. Social network advertising is growing rapidly.
5. The mobile phone became a new mass media in 1998.

3). Give the forms of irregular verbs:

be, spend, pay, write, buy, make, feel, tell, put, sing, forget, show, have, have, know, see, become, grow, build.

Вариант 2

Celebrities

This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favourite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products.

Media and advertising approaches

Advertising on the World Wide Web is a recent phenomenon. Prices of Web-based advertising space are dependent on the "relevance" of the surrounding web content and the traffic that the website receives. E-mail advertising is another recent phenomenon. Unsolicited bulk E-mail advertising is known as "spam". As the mobile phone became a new mass media in 1998 when



the first paid downloadable content appeared on mobile phones in Finland, it was only a matter of time until mobile advertising followed, also first launched in Finland in 2000.

A new form of advertising that is growing rapidly is social network advertising. It is online advertising with a focus on social networking sites. This is a relatively immature market, but it has shown a lot of promise as advertisers are able to take advantage of the demographic information the user has provided to the social networking site. Friendtising is a more precise advertising term in which people are able to direct advertisements toward others directly using social network service.

Задания к тексту:

1) Read and retell the text.

2) Make the following sentences negative:

1. Advertising attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service.
2. Advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products.
3. The billboards are often lighted.
4. Social network advertising is growing rapidly.
5. The mobile phone became a new mass media in 1998.

3). Give the forms of irregular verbs:

be, spend, pay, write, buy, make, feel, tell, put, sing, forget, show, have, have, know, see, become, grow, build.

8 семестр

Вариант 1

Packaging

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

Packaging also refers to the process of design, evaluation, and production of packages.

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

Package labelling (en-GB) or labeling (en-US) is any written, electronic, or graphic communications on the packaging or on a separate but associated label.

The first packages used the natural materials available at the time: baskets of reeds, wineskins, wooden boxes, pottery vases, ceramic amphorae, wooden barrels, woven bags, etc. Iron and tin plated steel were used to make cans in the early 19th century. Paperboard cartons and corrugated fibreboard boxes were first introduced in the late 19th century. As additional materials such as aluminium and several types of plastic were developed, they were incorporated into packages to improve performance and functionality.

Задания к тексту:

1) Read and retell the text.

2) Make up the tag-questions:

1. The design process involves detailed regulatory requirements for the package, ... ?
2. Toxicologists and food scientists need to verify that the packaging materials are allowed by applicable regulations, ... ?



3. In many countries packaging is fully integrated into government, business, institutional, industrial, and personal use, ... ?
4. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use, ... ?
- 3). Give the forms of irregular verbs:
write, make, keep, think, have, take.

Вариант 2

The purposes of packaging and package labels

Packaging and package labelling have several objectives:

Physical protection - The objects enclosed in the package may require protection from, among other things, mechanical shock, vibration, electrostatic discharge, compression, temperature etc.

Barrier protection - A barrier from oxygen, water vapour, dust, etc., is often required. Permeation is a critical factor in design. Keeping the contents clean, fresh, sterile and safe for the intended shelf life is a primary function.

Containment or agglomeration - Small objects are typically grouped together in one package for reasons of efficiency. For example, a single box of 1000 pencils requires less physical handling than 1000 single pencils. Liquids, powders, and granular materials need containment.

Information transmission - Packages and labels communicate how to use, transport, recycle, or dispose of the package or product. With pharmaceuticals, food, medical, and chemical products, some types of information are required by governments.

Marketing - The packaging and labels can be used by marketers to encourage potential buyers to purchase the product. Package graphic design and physical design have been important and constantly evolving phenomenon for several decades. Marketing communications and graphic design are applied to the surface of the package.

Задания к тексту:

- 1) Read and retell the text.
- 2) Make up the tag-questions:
 1. Package labelling (en-GB) or labeling (en-US) is any written, electronic, or graphic communications on the packaging, ... ?
 2. Some requirements and symbols exist to communicate aspects of consumer use and safety, ... ?
 3. Additional materials were incorporated into packages to improve performance and functionality, ... ?
 4. Liquids, powders, and granular materials need containment, ... ?
 5. Some types of information are required by governments, ... ?
- 3). Give the forms of irregular verbs:
write, make, keep, think, have, take.



Бланк ответов для текущего контроля

ФИО _____
Группа _____ Вариант _____ Дата _____

1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13.
14. 15.

Пакет проверяющего

Эталоны ответов для текущего контроля

3 семестр, вариант 1

1A 2C 3A 4B 5A 6B 7A 8C 9C 10B 11A 12A 13C 14A 15A

3 семестр, вариант 2

1B 2B 3A 4A 5A 6C 7A 8B 9A 10C 11A 12A 13C 14B 15C

4 семестр, вариант 1

1B 2A 3C 4C 5C 6A 7A 8B 9C 10C 11A 12C 13A 14C 15C

4 семестр, вариант 2

1B 2A 3C 4C 5B 6C 7C 8B 9A 10C 11B 12A 13C 14C 15A

5 семестр, вариант 1

1B 2A 3C 4C 5A 6B 7A 8C 9C 10B 11B 12B 13C 14C 15B

5 семестр, вариант 2

1A 2B 3B 4C 5C 6B 7A 8C 9C 10B 11B 12C 13B 14C 15A

6 семестр, вариант 1

1A 2A 3A 4A 5C 6A 7A 8B 9C 10C 11A 12C 13C 14A 15C

6 семестр, вариант 2

1C 2A 3B 4B 5B 6B 7C 8A 9C 10B 11C 12C 13A 14C 15A

7 семестр, вариант 1

1A 2C 3A 4C 5C 6B 7A 8C 9A 10C 11B 12A 13A 14C 15B

7 семестр, вариант 2

1B 2C 3C 4C 5C 6B 7A 8C 9A 10C 11A 12B 13C 14A 15A

8 семестр, вариант 1

1A 2B 3C 4C 5A 6A 7C 8C 9B 10A 11A 12C 13A 14A 15B

8 семестр, вариант 2

1B 2A 3B 4A 5A 6B 7A 8C 9A 10A 11B 12C 13B 14B 15C

Бланк ответов для промежуточного контроля.



ФИО _____
Группа _____ Вариант _____ Дата _____

2.

3.

4. Критерии и показатели оценивания

Для текущего контроля

| Оценка | Форма контроля | Критерии оценивания | Показатели оценивания |
|--------|---------------------|---|---|
| «5» | Контрольное задание | полнота и правильность выполнения работы- | работа выполнена полностью и правильно; сделаны правильные выводы.
12 верных ответов и более - отлично |
| «4» | Контрольное задание | полнота и правильность выполнения работы | работа выполнена правильно с учетом несущественных ошибок
9 - 11 верных ответов - хорошо |
| «3» | Контрольное задание | полнота и правильность выполнения работы | работа выполнена правильно, но допущены существенные ошибки
6 – 8 верных ответов - удовлетворительно |
| «2» | Контрольное задание | полнота и правильность выполнения работы | 5 верных ответов и менее - неудовлетворительно |

Для промежуточной аттестации

| Оценка | Форма контроля | Критерии оценивания | Показатели оценивания |
|--------|-------------------|---|--|
| «5» | Тест устный ответ | полнота и правильность ответа, степень осознанности, понимания изученного материала, четкость и грамотность речи. | ответ полный и правильный; материал изложен в определенной логической последовательности, студент уверенно владеет лексическим минимумом, грамматические структуры выбраны и использованы правильно, ответ самостоятельный.
Задания выполнены без ошибок (90% и более объема заданий выполнены верно) |
| «4» | Тест устный ответ | полнота и правильность ответа, степень осознанности, | ответ полный и правильный; материал изложен в определенной логической последовательности, при этом допущены две-три несущественные лексических и/или |



| | | | |
|-----|-------------------|---|--|
| | | понимания изученного материала, четкость и грамотность речи. | грамматических ошибки, исправленные по требованию преподавателя.
Задания выполнены верно (75% и более объема заданий выполнены верно) |
| «3» | Тест устный ответ | полнота и правильность ответа, степень осознанности, понимания изученного материала, четкость и грамотность речи. | ответ полный, но при этом допущена существенная ошибка, или неполный, несвязный. В ответе присутствуют грубые грамматические ошибки. Лексический запас бедный и не соответствует уровню соответствующего курса.

Задания выполнены с целом верно (50% и более объема заданий выполнены верно) |
| «2» | Тест устный ответ | полнота и правильность ответа, степень осознанности, понимания изученного материала, четкость и грамотность речи. | при ответе обнаружено непонимание учащимся основного содержания учебного материала или допущены существенные ошибки, которые учащийся не смог исправить при наводящих вопросах преподавателя. Студент не понимает смысл высказывания и не может передать общий смысл текста. Перевод/пересказ не выполнен. Студент не может ответить на вопросы по текстам, заданные преподавателем.
Задания не выполнены (выполнено менее 50% заданий) |



Информационное обеспечение обучения

Перечень рекомендуемых учебных изданий, интернет-ресурсов, дополнительной литературы

Основные источники:

1. Карпова Т.А. English for Colleges=Английский язык для колледжей : учебное пособие / Т.А. Карпова. — Москва : КноРус, 2021. — <https://www.book.ru/book/939389>
2. Английский язык для всех специальностей : учебник / А.П. Голубев, А.Д. Жук, И.Б. Смирнова. — Москва : КноРус, 2019. <https://www.book.ru/book/931742>

Дополнительные источники:

1. Мини-грамматика английского языка: Справочное пособие / И.Е. Торбан. - 3-е изд., перераб. и испр. - Москва: НИЦ ИНФРА-М, 2020. - 112 с. - ISBN 978-5-16-100935-2. - Текст : электронный. - URL: <https://znanium.com/catalog/product/1048334>
2. Английский язык : учеб. пособие / З.В. Маньковская. — М. : ИНФРА-М, 2017. Режим доступа : <http://znanium.com/catalog/product/672960>

Электронные ресурсы:

1. <http://www.studv.ru> Портал для изучающих английский язык;
 2. <http://www.lanR.ru> English Online = ресурсы для изучения английского языка;
 3. <http://www.englishonline.co.uk> - ресурсы для изучения английского языка;
 4. <http://www.eslcafe.com> - портал для студентов и преподавателей: грамматика, тесты, идиомы, сленг;
 5. <https://my.1september.ru/> - личные кабинеты наиболее активных педагогов на сайте "1 сентября";
 6. www.znanium.com (ЭБС)
 7. <http://professional.ru> - сообщество "Профессионалы";
 8. www.openclass.ru/ - сообщество "Открытый класс";
 9. <http://click.email.livemocha.com> Жбучающий сайт Livemocha;
 10. www.angloforum.ru - специализированный Англофорум;
 11. www.angloforum.ru/forum/6 - форум "Лексика";
 12. www.angloforum.ru/forum/16/ - форум "Аудирование";
 13. www.angloforum.ru/forum/13 - форум«Деловой английский».
- <https://znanium.com>
<https://book.ru>