



ISTITUTO MATTEI

PROGRAMMA SVOLTO DI LINGUA E CIVILTÀ INGLESE

A. S. 2015/2016 CLASSE : IV A LICEO ARTISTICO- DOC : VARVAZZO GABRIELLA

TESTO: ART TODAY- ENGLISH FOR VISUAL AND MULTIMEDIA ART- Clegg Lois /Orlandi G.-

Ed: Clitt- schede e appunti elaborati dalla docente.

- **GRAMMAR REVISION**
Comparatives
Express future actions: Will, To be going to, Present continuous, Present simple.
Modals: Can, May, Must, To have to, Should
Express Hypothesis: Conditional tense and If clauses (all types)- Future in the past.
- **COMMUNICATION AND VISUAL DESIGN**
Visual and verbal messages.
Visual and verbal literacy in design
- **COLOURS**
Colours and pigments
Colours in business and advertising
RGB and CMYK models
- **TYPEFACE AND FONT**
Typeface vs FONT
Novarese's aesthetic classification of typeface.
Aldo Novarese :Life and works (Manifesto of Nazi-Fascismo)
- **LOGO AND TRADEMARK**
What is a logo
Logotype- logogram
The most famous Logos
- **PACKAGING**
Definition and function.
Social importance of packaging
Packaging as a vehicle of promotion.
A brief History of packaging.
- **CARAVAGGIO**
Life and works
The Calling of St. Matthew
The Basket of fruit
- **INFOGRAPHIC**
Definition and function of Infographic
The basic element of Infographic
The use and fields of application.

Caserta li, 10-06-16

Varvazzo Gabriella

