

Programma svolto
Classe IV A/G
Lingua e civiltà inglese
a. s. 2015-16
Prof. Barone Annette

1. Ripetizione di strutture e funzioni basilari: present simple, past simple, future, passive form, ipotetiche, verbi regolari e irregolari
2. Steve Jobs: biography
Speech at Stanford University: Stay hungry stay foolish
3. Sliding doors: How life could be
Plot of the film
4. Logo histories
Nutella brand
Pietro Ferrero: his life and creation of his company
Mc Donald's history: Globalisation
The Coca-Cola history
5. Marketing: definition
Market research
The 4 p's: Product development, place: the channel of distribution, price: the different approaches of pricing and promotion: the different types of promotion
The mass media in advertising
The power of advertising
6. Logos and trademark
7. Tattoos: the living canvas

Graphic design in tattoos

Caserta, lì 29.05.2016

Alunni

Docente