

Министерство образования, науки и молодежи Республики Крым
Судакский филиал Государственного бюджетного профессионального
образовательного учреждения Республики Крым
«РОМАНОВСКИЙ КОЛЛЕДЖ ИНДУСТРИИ ГОСТЕПРИИМСТВА»

**ФОНД ОЦЕНОЧНЫХ СРЕДСТВ
ОБЩЕОБРАЗОВАТЕЛЬНОЙ УЧЕБНОЙ ДИСЦИПЛИНЫ
ОД.04 ИНОСТРАННЫЙ ЯЗЫК**

программы подготовки квалифицированных рабочих, служащих
по профессии
43.01.01 «Официант, бармен»

г. Судак, 2025

Фонд оценочных средств разработан на основе федерального государственного образовательного стандарта среднего профессионального образования по профессии 43.01.01 «Официант, бармен» и рабочей программы учебной дисциплины Иностранный язык

Паспорт фонда оценочных средств составлен в соответствии с рабочей программой по учебной дисциплине Иностранный язык.

Разработчик: Филонидова Е.А., преподаватель Судакского филиала ГБПОУ РК «РКИГ».

РАССМОТРЕНО на заседании МК общеобразовательных дисциплин
Протокол № ____ от « ____ » _____ 20__ г.
Председатель МК _____ Е.А.Филонидова

УТВЕРЖДАЮ
Заведующий Судакским филиалом
ГБПОУ РК «РКИГ» _____ А.Н. Жеребцов

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1.ОБЩИЕ ПОЛОЖЕНИЯ

Результатом освоения учебной дисциплины является готовность обучающегося к овладению знаний и умений, обусловленных общими и профессиональными компетенциями, формирующиеся в процессе освоения ППКРС в целом.

Формой промежуточной аттестации по учебной дисциплине ООП.04 Иностранный язык и подтверждение соответствия по профессии 43.01.01 «Официант, бармен» является экзамен.

1.1 Результаты освоения учебной дисциплины:

1.1.1 Уметь/знать

В результате изучения учебной дисциплины ОД.04 Иностранный язык и подтверждение соответствия по профессии 43.01.01 Официант, бармен обучающийся должен:

уметь:

- понимать общий смысл четко произнесенных высказываний на известные темы (профессиональные и бытовые);
- понимать тексты на базовые профессиональные темы;
- участвовать в диалогах на знакомые общие и профессиональные темы;
- строить простые высказывания о себе и о своей профессиональной деятельности;
- кратко обосновывать и объяснять свои действия (текущие и планируемые);
- писать простые связные сообщения на знакомые или интересующие профессиональные темы.

знать:

- правила построения простых и сложных предложений;
- лексический минимум, относящийся к описанию предметов, средств и процессов профессиональной деятельности;
- правила ведения бытовой и профессиональной коммуникации, речевой этикет.

Освоение учебной дисциплины обеспечивает достижение обучающимися следующих личностных результатов реализации программы воспитания:

- ЛР 1 - осознающий себя гражданином и защитником великой страны.
- ЛР 2 проявляющий активную гражданскую позицию, демонстрирующий.
- ЛР 3 соблюдающий нормы правопорядка, следующий идеалам гражданского общества, обеспечения безопасности, прав и свобод граждан России. Лояльный к установкам и проявлениям представителей субкультур, отличающий их от групп с деструктивным и девиантным поведением. Демонстрирующий неприятие и предупреждающий социально опасное поведение окружающих приверженность принципам честности, порядочности, открытости, экономически активный и участвующий в студенческом и территориальном самоуправлении, в том числе на условиях добровольчества, продуктивно взаимодействующий и участвующий в деятельности общественных организаций.

- ЛР 4 - проявляющий и демонстрирующий уважение к людям труда, осознающий ценность собственного труда. Стремящийся к формированию в сетевой среде личностно и профессионального конструктивного «цифрового следа»
- ЛР 5. Демонстрирующий приверженность к родной культуре, исторической памяти на основе любви к Родине, родному народу, малой родине, принятию традиционных ценностей многонационального народа России.
- ЛР 6 Проявляющий уважение к людям старшего поколения и готовность к участию в социальной поддержке и волонтерских движениях.
- ЛР 7 Осознающий приоритетную ценность личности человека; уважающий собственную и чужую уникальность в различных ситуациях, во всех формах и видах деятельности.
- ЛР 8 Проявляющий и демонстрирующий уважение к представителям различных этнокультурных, социальных, конфессиональных и иных групп. Сопричастный к сохранению, преумножению и трансляции культурных традиций и ценностей многонационального российского государства.
- ЛР 9 Соблюдающий и пропагандирующий правила здорового и безопасного образа жизни, спорта; предупреждающий либо преодолевающий зависимости от алкоголя, табака, психоактивных веществ, азартных игр и т.д. Сохраняющий психологическую устойчивость в ситуативно сложных или стремительно меняющихся ситуациях.
- ЛР 10 Заботящийся о защите окружающей среды, собственной и чужой безопасности, в том числе цифровой.
- ЛР 11 Проявляющий уважение к эстетическим ценностям, обладающий основами эстетической культуры.
- ЛР 12 Принимающий семейные ценности, готовый к созданию семьи и воспитанию детей; демонстрирующий неприятие насилия в семье, ухода от родительской ответственности, отказа от отношений со своими детьми и их финансового содержания
- ЛР 13 Способный в цифровой среде использовать различные цифровые средства, позволяющие во взаимодействии с другими людьми достигать поставленных целей; стремящийся к формированию в сетевой среде личностно и профессионального конструктивного «цифрового следа»
- ЛР 14 Способный ставить перед собой цели под возникающие жизненные задачи, подбирать способы решения и средства развития, в том числе с использованием цифровых средств; содействующий поддержанию престижа своей профессии и образовательной организации

2.РЕЗУЛЬТАТЫ ОСВОЕНИЯ УЧЕБНОЙ ДИСЦИПЛИНЫ, ПОДЛЕЖАЩИЕ ПРОВЕРКЕ

Результатом освоения программы дисциплины является овладение обучающимися общими (ОК) компетенциями:

Код формируемых компетенций	Планируемые результаты освоения дисциплины	
	Общие	Дисциплинарные (предметные)
ОК01 ОК02 ОК04 ОК09	В части трудового воспитания: - готовность к труду, осознание ценности мастерства, трудолюбие; - готовность к активной деятельности технологической и социальной направленности, способность инициировать, планировать и самостоятельно выполнять такую деятельность; - интерес к различным сферам профессиональной деятельности, Овладение универсальными учебными познавательными действиями: а) базовые логические действия: - самостоятельно формулировать и актуализировать проблему, рассматривать ее всесторонне; - устанавливать существенный признак или основания для сравнения, классификации и обобщения; - определять цели деятельности, задавать параметры критерии их достижения; - выявлять закономерности и противоречия в рассматриваемых явлениях; - вносить коррективы в деятельность, оценивать соответствие результатов целям, оценивать риски последствий деятельности; - развивать креативное мышление при решении жизненных проблем	распознавать задачу и/или проблему в профессиональном и/или социальном контексте; анализировать задачу и/или проблему и выделять её составные части; определять этапы решения задачи; выявлять и эффективно искать информацию, необходимую для решения задачи и/или проблемы; составить план действия; определить необходимые ресурсы; владеть актуальными методами работы в профессиональной

	б) базовые исследовательские действия: владеть навыками учебно-исследовательской и проектной деятельности, навыками разрешения проблем; выявлять причинно-следственные связи и актуализировать задачу, выдвигать гипотезу ее решения, находить аргументы для доказательства своих утверждений, задавать параметры и критерии решения; анализировать полученные в ходе решения задачи результаты, критически оценивать их достоверность, прогнозировать изменения в новых условиях; -- уметь переносить знания в познавательную и практическую области жизнедеятельности; уметь интегрировать знания из разных предметных областей; выдвигать новые идеи, предлагать оригинальные подходы и решения; и способности их использования в познавательной и социальной практике В области ценности научного познания: - сформированность мировоззрения, соответствующего современному уровню развития науки и общественной практики, основанного на диалоге культур, способствующего осознанию своего места в поликультурном мире; совершенствование языковой и читательской культуры как средства взаимодействия между людьми и познания мира; осознание ценности научной деятельности, готовность осуществлять проектную и исследовательскую деятельность индивидуальной и в группе. Овладение универсальными учебными познавательными действиями: в) работа с информацией: владеть навыками получения информации из источников разных типов, самостоятельно осуществлять поиск, анализ, систематизацию и интерпретацию информации различных видов и форм представления; создавать тексты в различных форматах с учетом назначения информации и целевой аудитории, выбирая оптимальную форму представления и визуализации; оценивать достоверность, легитимность информации, ее соответствие правовым и морально-этическим нормам; использовать средства информационных и коммуникационных технологий в решении когнитивных, коммуникативных и	смежных сферах; реализовать составленный план; оценивать результат и последствия своих действий (самостоятельно или с помощью наставника). определять задачи для поиска информации; определять необходимые источники информации; планировать процесс поиска; структурировать получаемую информацию; выделять наиболее значимое в перечне информации; оценивать практическую значимость результатов поиска; оформлять результаты поиска организовывать работу коллектива и команды; взаимодействовать с коллегами, руководством, клиентами в ходе профессиональной деятельности понимать общий смысл четко произнесенных высказываний на известные темы (профессиональные и бытовые), понимать тексты на базовые профессиональные темы; участвовать в диалогах на
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	организационных задач соблюдением требований эргономики, техники безопасности, гигиены, ресурсосбережения, правовых и этических норм, норм информационной безопасности; владеть навыками распознавания и защиты информации, информационной безопасности личности готовность к саморазвитию, самостоятельности и самоопределению; - овладение навыками учебно-исследовательской, проектной и социальной деятельности; Овладение универсальными коммуникативными действиями: б) совместная деятельность: понимать и использовать преимущества командной и индивидуальной работы; принимать цели совместной деятельности, организовывать и координировать действия по ее достижению: составлять план действий, распределять роли с учетом мнений участников обсуждать результаты совместной работы; координировать и выполнять работу в условиях реального, виртуального и комбинированного взаимодействия; осуществлять позитивное стратегическое поведение в различных ситуациях, проявлять творчество и воображение, быть инициативным. Овладение универсальными регулятивными действиями: г) принятие себя и других людей: принимать мотивы и аргументы других людей при анализе результатов деятельности; признавать свое право и право других людей на ошибки; развивать способность понимать мир с позиции другого человека наличие мотивации к обучению и личностному развитию; В области ценности научного познания: сформированность мировоззрения, соответствующего современному уровню развития науки и общественной практики, основанного на диалоге культур, способствующего осознанию своего места в поликультурном мире; совершенствование языковой и читательской культуры как средства взаимодействия между людьми и познания мира; осознание ценности научной деятельности, готовность осуществлять проектную и исследовательскую деятельность индивидуальной в группе Овладение универсальными учебными	знакомые общие и профессиональные темы; владение современными читательскими практиками, культурой восприятия и понимания литературных текстов, умениями самостоятельного истолкования прочитанного в устной и письменной форме, информационной переработки текстов в виде аннотаций, тезисов, конспектов, рефератов.
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	познавательными действиями: б) базовые исследовательские действия: - владеть навыками учебно-исследовательской проектной деятельности, навыками разрешения проблем; - способность и готовность к самостоятельному поиску методов решения практических задач, применению различных методов познания; - овладение видами деятельности по получению нового знания, его интерпретации, преобразованию и применению в различных учебных ситуациях, в том числе при создании учебных и социальных проектов; - формирование научного типа мышления, владение научной терминологией, ключевыми понятиями и методами; - осуществлять целенаправленный поиск переноса средств и способов действия в профессиональную среду	
ПК.1.2 ПК.1.3	- рекомендации потребителям блюд и напитки, предоставлять краткую информацию о них в процессе обслуживания; - консультирование потребителей по выбору блюд, вин, крепких спиртных и прочих напитков, их сочетаемости с блюдами; - осуществления приема заказа на блюда и напитки; - размещения заказа, подготовленного с учетом требований потребителя; - работы с бланком счета официантом согласно стандартам ресторанного обслуживания предприятия-партнера; - соблюдения правил протокола и этикета; - использования приемов общения с учетом возраста, статуса гостя; - составления меню для различных видов банкетов; - составления рациона питания для различных категорий потребителей;	

ЭКЗАМЕНАЦИОННЫЕ БИЛЕТЫ составлены на основе рабочей программы Иностранный язык в соответствии с Федеральным государственным образовательным стандартом среднего профессионального образования по специальности 43.01.01 Официант, бармен и предназначены для проведения экзамена в группах СПО второго курса.

Для составления экзаменационных билетов выбраны темы, соответствующие основному содержанию программы.

Количество экзаменационных билетов соответствует количеству обучающихся в группе. Каждый билет состоит из двух вопросов.

Первое задание представляет собой чтение и перевод профессионального текста объемом 400 печатных знаков. Второе - составление монологического высказывания по заданной тематике.

Для подготовки ответа на вопросы билета студентам предоставляется 15 минут.

Оценивать ответ можно, исходя из максимума в 5 баллов за каждый вопрос и выводя затем средний балл на экзамен.

3.1. Типовые задания для текущего контроля успеваемости **Комплект тестовых заданий**

Раздел 1..

Задание для устного опроса по темам

- 1) Whendidtheterm“graphicdesign”appear?
- 2) WhendidFrankMasonRobinsoncreatetheclassicCocaColalogotype?
- 3) Whendidnewstylesandtechnologiesemergerapidly?
- 4) Whendidthedigitalrevolutioncome?
- 5) Didadvertisingexistinancienttimes?
- 6) Whendidphotographybeginreplacingillustrationsingraphicdesign?
- 7) Whatdidpost-modernismbringtodesign?
- 8) Dodevelopandwhatgraphicproducedesigners?
- 9) Gatherdorelevantinformationdesigners?
- 10) Designersawhattotimedodevoteconsiderable?
- 11) Graphicwhyusecomputerdesignersdopackagesoftware?
- 12) Thedesignwhodesignersdothepresentcompleted?
- 13) Sketchesdohowgraphicorpreparedesignerslayouts?
- 14) Inwhatwaysareindependentschoolsdifferentfromstateschools?
- 15) WhatarethemostcommonrulesinBritishschools?
- 16) IsschoolinRussiadifferentfromschoolinBritain?Inwhatway?
- 17) Whataretheadvantagesanddisadvantagesofbothsystems?
- 18) Whattypesofschooldoyougoto?
- 19) Whatsubjectsdoyoustudy?Whatare yourfavouriteones?Whatdoyoudoatthoselessons?
- 20) What'stheschoolyearlike?
- 21) What'syourschooldaylike?
- 22) Whatarethetherulesandthepunishmentsat/inyourschool?Doyouagreewithallofthem?
- 23) Howmanyexamstoyoutake?Inwhatsubjects?Doyouthinkthattheyarenecessary?
- 24) Doesyourschoolofferanyactivitiesoutsidethenormaltime-table(extraactivities)?Doyoutakepartinanyofthem?
- 25) Arethereanyspecialtraditionsat/inyourschool?Whatarethey?Whatdoyoudoonthosedays?
- 26) Whatdoyouthinkyourjob willbe?Whatwouldyouliketodowhenyoufinisheschool?

Раздел 2 Профессия

Задание для устного опроса по темам

1. Whocangraphicdesignersbeemployedby?
2. Whydoalldesignersfacefrustration?

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?
6. Why will graphic designers with Web site design and animation be especially needed?
7. What skills are important for designers?
8. Skills that are important for designers.
9. The areas of graphic design to specialize in.
10. Computer graphics and design software.
11. What is the role of mass media in the life of contemporary society?
12. What is implied under the term "mass media"?
13. What do you know about the Internet?
14. What can you say about the press?
15. When did the first newspapers appear in England?
16. What was the first English daily?
17. What role do newspapers play today?
18. Are British newspapers homogeneous?
19. In what way do quality newspapers differ from the popular ones?
20. What quality newspapers can you name?
21. What information do quality newspapers contain?
22. What are popular newspapers?
23. When did the first newspapers appear in America?
24. How can American newspapers be classified?
25. Does a national press exist in the USA?

Раздел 3 Искусство в России и зарубежных странах.

Задание для устного опроса по темам

1. Do developers and what graphic produced designers?
2. Gather relevant information designers?
3. Designers saw what to time do devote considerable?
4. Graphic why use computer designers do packages software?
5. The design who designers do the present completed?
6. Sketches do how graphic or prepared designers layouts?
7. What is the first step in developing a new design?
8. What do graphic designers produce?
9. What factors do graphic designers consider?
10. How do designers gather relevant information?
11. How do graphic designers prepare sketches or layouts?
12. When does the employee have to pay the deductible?
13. Who do they present the completed design to?
14. Why do graphic designers use specialized computer software packages?
15. How much is the deductible depending on the plan?
16. Various techniques used by graphic designers.
17. Specialized computer software packages that help designer to develop their designs.
18. The most effective way to solve communications problems by graphic designers.
19. What is another type of health care available to many workers?
20. What is an HMO?
21. Why do HMO emphasize preventive health care?
22. How do citizens who cannot afford private medical insurance receive medical coverage?
23. What is Medicaid?
24. What varies greatly from state to state?

25. Why has the government decreased Medicaid services?
26. How has the government decreased them?

Раздел 4 Культура и традиции страны изучаемого языка.

Задание для устного опроса по темам

1. Why factors do designers consider internal and external?
2. Why investments in design of poster and show bills so profitable are?
3. What the most type is of advertising printings popular?
4. What magazines the role of is cover for books and?
5. What a company is the best solution to differentiate?
6. What is a necessary attribute for a business person?
7. What are the most popular and effective methods to advertise the products to customers?
8. Why are printings so important for big companies?
9. What are the ways to attract numerous clients?
10. What roles do prospects, catalogues and menus play for companies?
11. What technologies do graphic designers use to satisfy their clients?
12. The role of printings in modern life.
13. The most popular types of advertising printings.
14. Promotional leaflets created by graphic designers.
15. What is the main way in photo design to influence visitors and potential clients?
16. What do comics feature?
17. What is the main function of cards?
18. What will enhance the image of a company and its respectability?
19. What can working in book design mean?
20. What programs are used for layout of full books?
21. Is it possible to classify Russian newspapers into quality and popular?
22. Are there a lot of magazines in Russia today?
23. When did radio appear?
24. Did it take radio long to be a reality?
25. Has radio lost its importance with the appearance of TV and the Internet?
26. When was TV invented?

Раздел 5 Деловая переписка, деловые переговоры

Задание для устного опроса по темам

1. Why has concrete been widespread for so long?
2. What's reinforced concrete?
3. What material is used for skyscrapers? Why?
4. Which metals and alloys are popular in design do you know?
5. Which are the possible ingredients of glass?
6. What's the history of the term 'plastic'?
7. Which materials are considered natural/synthetic? Give examples.
8. Are fabrics used in modern architecture?
9. Which types of dwelling are built from clay?
10. What's the main disadvantage of rock?
11. What makes that a popular building material?
12. Which materials can be made out of wood?
13. Why does wooden architecture remain popular?
14. What factors influence wood quality?
15. What's concrete used for?
16. A placement of objects according to visual weight.
17. The ultimate goal of decorating a room.

18. The most common shapes in our homes.
19. What do the brothers do after a warm-up and a chat?
20. What does the child like to wear?
21. Why does the boy enjoy his trip to Daniel's school?
22. Is he fussy about this food?
23. Does the boy find his days boring?
24. How does he spend the afternoons?
25. Whom does he enjoy visiting most? Why?
26. When does the boy go to bed?
27. Is he a TV addict?
28. How does the boy entertain himself at bath time?
29. What does he do before the light goes out?
30. What museum in the UK would you like to visit?
31. What was the last Museum you visited?
32. What libraries do you use? What are the advantages and disadvantages of online libraries?
33. Do you like American cinema? What was the last movie you saw?
34. What do you know about theatres in the UK?
35. What theatre in Russia do you consider the best, most famous?
36. Do you play sports? What is your favorite sport?
37. How do you get information? Do you watch TV, read newspapers or search for it on the Internet?
38. What do you know about television and newspapers in the UK and USA? Tell us about your favorite TV channel, newspaper or magazine.

Раздел 6 Цифровая печать

Задание для устного опроса по темам

1. What is the usual path in designing an album cover art?
2. What is the decisive argument that can help a customer to make the final decision?
3. Why are shapes at the root of graphic design?
4. What is the key to successful graphic design?
5. How will negative space impact a design?
6. What is the most useful tool for shape creation?
7. What do form and space imply?
8. What forms are called two-dimensional?
9. What forms are called three-dimensional?
10. What can lead to the desired result?
11. Shapes are at the root of graphic design.
12. The way to categorize form and shape.
13. Current graphic software.
14. What do the brothers do after a warm-up and a chat?
15. What does the child like to wear?
16. Why does the boy enjoy his trip to Daniel's school?
17. Is he fussy about this food?
18. Does the boy find his days boring?
19. How does he spend the afternoons?
20. Whom does he enjoy visiting most? Why?
21. When does the boy go to bed?
22. Is he a TV addict?
23. How does the boy entertain himself at bath time?
24. What does he do before the light goes out?
25. What museum in the UK would you like to visit?

Раздел 7 Основные виды печатной продукции

Задание для устного опроса по темам

1. What does professional branding include?
2. What is brand from a legal side?
3. What does "Businessweek" regularly publish?
4. When was the idea of branding as a way of product definition greatly developed?
5. What is one of the main promotional and marketing instruments of any modern company?
6. What is the purpose of corporate ID?
7. What do logo and trademark convey?
8. How can a client recognize a product of a company?
9. What date is it today?
10. What is the date today?
11. What is today's date?
12. What month is it?
13. What month are we in?
14. When will you arrive to Tokyo?
15. When was the Battle on the Ice fought?
16. What time is it (now)?
17. What is the time? – *Который час?*
18. Could you tell me the time, please?
19. What time does the train leave?
20. When does the train leave?
21. What was the last Museum you visited?
22. What libraries do you use? What are the advantages and disadvantages of online libraries?
23. Do you like American cinema? What was the last movie you saw?
24. What do you know about theatres in the UK?
25. What theatre in Russia do you consider the best, most famous?
26. Do you play sports? What is your favorite sport?
27. How do you get information? Do you watch TV, read Newspapers or search for it on the Internet?
28. What do you know about television and newspapers in the UK and USA? Tell us about your favorite TV channel, newspaper or magazine.

Раздел 8 Оформление книг.

Задание для устного опроса по темам

1. Why aren't non-profit organizations typical advertising clients?
2. What is the main purpose of designing advertisements?
3. What are the major types of advertising?
4. What is the most effective mass-market advertising format?
5. What effects can an advertiser use to persuade you to go out and buy something?
6. What is a new format of advertising that is growing rapidly?
7. Can we confirm that advertising is a powerful educational tool capable of reaching and motivating large audiences?
8. What is public service advertising?
9. The process of devising names for products.
10. An ideal brand name.
11. Can you devote yourself full-time to devising names?
12. What kind of responsibility for health care has the US evolved today?

Раздел 9 Форма, размер, пространство в графическом дизайне

Задание для устного опроса по темам

- 1) What is packaging as a coordinated system?
- 2) What is package labelling?
- 3) What natural materials did the first packages use?
- 4) What objectives do packaging and package labelling have?
- 5) What are technologies related to shipping containers?
- 6) What does package design start with?

- 7) What does packaged development involve?
- 8) What do the three R's stand for?
- 9) Packaging – the science, art and technology.
- 10) Packaged design techniques.
- 11) Materials used in package industry.
- 12) What do some policies provide?
- 13) How much is the deductible depending on the plan?
- 14) What do some insurance plans offer?
- 15) What is another type of health care available to many workers?
- 16) What is an HMO?
- 17) Why do HMOs emphasize preventive health care?
- 18) What do medical experts credit HMOs with?
- 19) How many people did HMOs serve in 1987?
- 20) How do citizens who cannot afford private medical insurance receive medical coverage?
- 21) What is Medicaid?
- 22) What varies greatly from state to state?
- 23) Why has the government decreased Medicaid services?
- 24) How has the government decreased them?

Раздел 10-11 Дизайн торговой марки компании, разработка, продвижение

Задание для устного вопроса по темам

1. What disciplines does the work of an interior designer draw upon?
2. What areas of design are becoming increasingly popular?
3. What does ergonomic design include?
4. What is green design?
5. What areas can designers specialize in?
6. The advantages of interior design profession.
7. How can interior designers create positive changes in people's lives?
8. Private and public interior spaces.
9. How many cold days are there in the year?
10. Are there three months in each season?
11. Is there a pencil in your hand now?
12. Is there any snow in the streets now?
13. Where do you live?
14. What is the difference between cities and villages?
15. What places are there in your city (town)?
16. What kinds of activities are there in your school?
17. Which picture is the view from your window?
18. Where is your school situated?
19. What transport has got only two wheels?
20. What is the most comfortable and the fastest way of travelling?
21. How many ways of travelling do you know?
22. What is your favourite kind of transport? Why?
23. Do you like to travel?
24. Do you prefer to travel by sea or by plane?
25. What can you see while travelling by car?
26. Have you got a watch? What time is it now?
27. What are you doing now?
28. What will you be doing this time tomorrow?
29. What were you doing at six o'clock in the evening yesterday?
30. If you were a millionaire, how would you spend your money?
31. If you were free today, where would you spend the day?

32. If friends come to visit you tonight, how will you entertain them?
33. What are you going to do tonight?

Раздел 12 Реклама

Задание для устного опроса по темам

- 1) What is an interior designer responsible for?
- 2) What education is necessary for entry-level positions?
- 3) What are the main concerns of interior designers?
- 4) What can good design boost? Must interior designers be able to understand building and fire codes?
- 5) What types of building do interior designers plan?
- 6) Why do designers frequently collaborate with building contractors?
- 7) What problems faced programmers in the 1940's and 1950's?
- 8) Why were the first programs «complex» and «time-consuming»?
- 9) What are the basic functions of operating system?
- 10) What does the abbreviation DOS mean?
- 11) What company developed the first version of DOS operating system? For what purpose was it done?
- 12) What is the difference between the PC-DOS and MS-DOS?
- 13) What does the abbreviation NT stand for? Is NT DOS-compatible? What are the basic requirements for NT?
- 14) Who is the developer of OS/2?
- 15) What makes UNIX so different from the other operational systems?
- 16) What are the special features of Windows 95, Windows 98, Windows 2000?
- 17) Why did you decide to study at our University?
- 18) What professions do you know?
- 19) Which of them require the knowledge of foreign languages?
- 20) What's the difference between an interpreter and a translator?
- 21) What's the difference between "to take an exam" and "to pass an exam"?
- 22) Which are the most prestigious professions today?
- 23) Science and technology constantly create new jobs. Can you name any of them?
- 24) Will people work less in the future? Why do you think so?
- 25) Experts say that we'll have to change jobs more often in the future? Do you know why?
- 26) Are you optimistic about the future? Are you fond of reading?

4 КОНТРОЛЬНО-ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ПО УЧЕБНОЙ ДИСЦИПЛИНЕ

4.1. Типовые задания для итогового контроля успеваемости

Список типовых вопросов к промежуточной аттестации

Задание №1 прочитайте и переведите текст

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.

Hopefully you’ll look further into some of these design movements. After all, who says Art Nouveau can’t be used in a digital format, and computer fonts can certainly recreate ancient calligraphy. Perhaps graphic designs of the past can help enhance your own work in original ways today.

Задание №2 ответьте на вопросы

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?
6. When did photography begin replacing illustrations in graphic design?
7. What did post-modernism bring to design?

Задание №3 прочитайте и переведите текст

Graphic designers

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.

Graphic designers prepare sketches or layouts - by hand or with the aid of a computer - to illustrate their vision for the design. They select colours, sound, artwork, photography, animation, style of type, and other visual elements for the design. Designers also select the size and arrangement of the different elements on the page or screen. They may create graphs and charts from data for use in publications, and they often consult with copywriters on any text that accompanies the design. Designers then present the completed design to their clients or art or creative director for approval. In printing and publishing firms, graphic designers also may assist the printers by selecting the type of paper and ink for the publication and reviewing the mock-up design for errors before final publication.

Задание №4 ответьте на вопросы

1. Do develop and what graphic produce designers?
2. Gather do relevant how information designers?
3. Designers a what to time do devote considerable?
4. Graphic why use computer designers do packages software?
5. The design who designers do the present completed?
6. Sketches do how graphic or prepare designers layouts?

Задание №5 прочитай и переведи текст

Work environment and professional training

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 problem-solving 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. Graphic designers must keep up with new and updated computer graphics and design software, either on their own or through formal software training programs. Graphic designers must be creative and able to communicate their ideas visually, verbally, and in writing. They also must have an eye for details. Designers show employers these traits by putting together a portfolio - a collection of examples of a person's best work. A good portfolio often is the deciding factor in getting a job.

Задание №6 ответьте на вопросы

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?
6. Why will graphic designers with Web site design and animation be especially needed?
7. What skills are important for designers?

Задание №7 прочитайте и переведите текст

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.

Calendars are the most popular type of advertising printings. There is no better practical business gift than a calendar. Designers can create a calendar with a company logo, which clients and partners will remember for a long time. Invitation and greeting cards. Designers create cards that

will satisfy all your needs.

Book and magazine layouts. Qualitative print and informative texts are not enough for the modern reader. Creative design, illustrations and pictures are also important for the consumer, they to attract a huge audience of readers. Covers for books, magazines, audio and video. Cover must attract consumer's attention and have an informative content. Designers help to make the products attractive for clients.

Diplomas, certificates and muniments. Your clients are aware that diplomas, certificates and muniments suggest qualitative competitive abilities of any company or enterprise. Folders, blanks, envelopes. High quality printing products with your logo deliver a corresponding image for you. They will attract numerous clients, who will recognize your company at one glance at a folder, blank or envelope.

Business cards are a necessary attribute for a business person. Creative and unique design for your business card is the best solution to differentiate your company.

Задание №8 ответьте на вопросы

1. Why factors designers consider internal do and external?
2. Why investments in design of poster and show bills so profitable are?
3. What the most type is of advertising printings popular?
4. What magazines the role of a is cover for books and?
5. What a company is the best solution to differentiate?

Задание №9 прочитайте и переведите текст

Designing Album Cover Art

Many designers who work on album cover art work on a freelance basis and are hired on a per-project basis. If you want to work as a freelance designer, you may find you have to start out designing a few albums covers for free to build up a portfolio of work. Once you get started, if people are pleased with what you're producing, then you will likely find that most of your work comes to you through referrals. Not all designers are

freelancers, however, and some record labels have graphic designers on staff to handle these responsibilities in-house. Education in graphic design is the usual path into designing album

cover art. You need familiarity with graphic design software programs and the basics of design. You'll also need to learn how to communicate properly with printers about colours, paper, and other facets of your final design so that the printing comes out as everyone envisioned it.

Obviously, you need some creative ability and familiarity with music is a must - most genres have a typical "feel" for the kind of cover art they use, and you should be able to listen to music and come up with a design that compliments it. Unlike some other jobs in music, pay for designers doesn't change depending on how many copies an album sells.

That can be a good thing AND a bad thing. Unless you are a designer on staff at a label, you will be working on a per campaign basis, charging one flat fee for your work. As you get started, you will likely have to do a few jobs for free to get a foot in the door. The exact pay varies wildly depending on the kinds of labels and artist you work with, and as you work, you'll get a feel for the going rate in your sphere. You can charge different rates depending on the amount of work involved.

Задание №10 ответьте на вопросы

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?
6. What technologies do graphic designers use to satisfy their clients?

Задание №11 прочитайте и переведите текст

Illustrations and photo design

Illustration is irreplaceable to boost promotion and recognition of your business among clients and partners. Illustration and photo will enhance your company image and respectability.

Illustrations for books, newspapers and magazines. Illustration is wizardry, and designers bring a touch of magic to book, newspaper and magazine pages. Cards are the right way to congratulate colleagues, clients or partners, and to remind of your company. A colourful bright card in an original envelope with an exclusive design and elements of your corporate style will leave an unforgettable impression about your company.

Comics often feature different fairy tale characters, sometimes such characters are even represented allegorically. A graphic designer is ready to create for you characters you need and to represent them graphically in any file format. Caricatures. When developing a creative concept for advertising campaign, it is often necessary to introduce a character, who will serve as a basis for all ad strategy. Sometimes such characters are presented as pictures or interactive caricatures. Designers can create impressive caricatures of any individuals or characters you require. Photo design. A high-quality picture is the main way to influence your visitors and potential clients. You can use hundreds of words to describe and list all the advantages, but visual look of the thing, interior or architectural object is the decisive argument that can help a customer to make the final decision and consider your company. Designers will help you improve the picture by means of creating a unique presentation of your product via photo.

Задание №12 ответьте на вопросы

1. What is the main way in photo design to influence visitors and potential clients?
2. What do comics feature?
3. What is the main function of cards?
4. What will enhance the image of a company and its respectability?
5. What can work in book design mean?
6. What programs are used for layout of full books?
7. What is the usual path in designing album cover art?
8. What is the decisive argument that can help a customer to make the final decision?

Задание №13 прочитайте и переведите текст

Designing Album Cover Art

Many designers who work on album cover art work on a freelance basis and are hired on a per-project basis. If you want to work as a freelance designer, you may find you have to start out designing a few albums covers for free to build up a portfolio of work. Once you get started, if people are pleased with what you're producing, then you will likely find that most of your work comes to you through referrals. Not all designers are freelancers, however, and some record labels have graphic designers on staff to handle these responsibilities in-house. Education in graphic design is the usual path into designing album cover art. You need familiarity with graphic design software programs and the basics of design. You'll also need to learn how to communicate properly with printers about colours, paper, and other facets of your final design so that the printing comes out as everyone envisioned it. Obviously, you need some creative ability and familiarity with music is a must - most genres have a typical "feel" for the kind of cover art they use, and you should be able to listen to music and come up with a design that compliments it. Unlike some other jobs in music, pay for designers doesn't change depending on how many copies an album sells.

That can be a good thing AND a bad thing. Unless you are a designer on staff at a label, you will be working on a per campaign basis, charging one flat fee for your work. As you get started, you will likely have to do a few jobs for free to get a foot in the door. The exact pay varies wildly depending on the kinds of labels and artist you work with, and as you work, you'll get a feel for the going rate in your sphere. You can charge different rates depending on the amount of work involved.

Задание №14 ответьте на вопросы

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?
6. What technologies do graphic designers use to satisfy their clients?

Задание №15 прочитайте и переведите текст

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. There are various ways to categorize form and shape. Form and shape can be thought of as either two dimensional or three dimensional. Two-dimensional form has width and height. It can also create the illusion of three-dimensional objects. Three-dimensional shape has depth as well as width and height. Form and shape can also be described as either organic or geometric. Organic forms such as these snow-covered boulders typically are irregular in outline, and often asymmetrical. Organic forms are most often thought of as naturally occurring. Shape is an

area enclosed by a line. It visually describes an object. It is two-dimensional with height and width. Shapes can be

geometric with straight edges and angles, such as squares, rectangles, or triangles or circles; or they can be organic with irregular and curvilinear lines. Organic shapes are found in nature seashells, flower petals, insects, animals, people

Задание №16 ответьте на вопросы

1. Why are shapes at the root of graphic design?
2. What is the key to successful graphic design?
3. How will negative space impact a design?
4. What is the most useful tool for shape creation?
5. What do form and space imply?
6. What forms are called two dimensional?

Задание №17 прочитайте и переведите текст

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, symbolizing 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 billion of dollars. The idea of branding as a way of product definition was greatly developed in the late XXth century when there appeared high competition and lots of similar products and services. And nowadays the modern market is constant fighting of brands.

The more original and individual the brand is the more competitive the product. Now branding is a strong marketing tool, allowing to form a customer's certain emotional perception of a product, which influences its image, its reputation and of course, the demand for it.

Задание №18 Ответьте на вопросы

1. What does professional branding include?
2. What is brand from a legal side?
3. What does "Business week" regularly publish?
4. When was the idea of branding as a way of product definition greatly developed?
5. What is one of the main promotional and marketing instruments of any modern company?
6. What is the purpose of corporate ID?
7. What do logo and trademark convey?
8. How can a client recognize a product of a company?

Задание №19 прочитайте и переведите текст

Corporate identity

Corporate identity is one of the main promotional and marketing instruments of any modern company. If selected in a proper way, corporate identity sometimes becomes the most

important factor for success. Your corporate ID, designed by professionals, will multiply the effectiveness of your promotional campaigns, will enhance the reputation and popularity of your business in the market, and will win the trust of clients and partners. Here is a full range of services in corporate identity design: Trademarks, Logos, Corporate colour scheme, Type set, Business cards, Stationary, letterhead, Bill and fax forms, Envelopes (European standard, A4, A5), Folders, Website design, adding corporate elements to the existing website, Multimedia presentations, Promotional gifts (pens, notepads, ash-trays, etc.).

Corporate identity may also include upon customer's request: Press release. Press releases will concisely inform on events, promotional campaigns, and competitions held by the company, and are crucial for the company image. Advertising article. Remember able advertising articles will enhance the level of your business.

Slogan.

Slogan is a nameable short message, carrying advertising information about the company, product or service. Advertising slogan is used to promote a product or service to the market. Image slogan aims to raise the recognizability of

the company or its brand. Naming (name of the company, site, and trademark). Naming is extremely important for the company, project or trademark since it greatly influences company's image. Promotional printings (booklets, catalogues, calendars,

Задание №20 ответьте на вопросы

1. What was M. Gotta asked to promote?
2. Was the name "Katzenschmaus" pleasant to the ear?
3. How old is M.Gotta?
4. What famous names are created by M. Gotta?
5. What does Manfred Gotta do?
6. How much does he charge for a name which is to nationally?
7. How does he devise names?
8. What is an ideal brand name?
9. What products does he create names for?
10. Have you ever heard about this wordsmith?

Задание №21 прочитайтеипереведитетекст

Graphics - the most ancient form of art that exists to this day.

The first graphic works appeared at the earliest stages of development of human society, when the ancient man scratched the images on the stones and walls of caves, on bone plates. Creating his first drawings, which recorded not only any events and the world, but also for a long time served as a means of communication between people, primitive man laid the Foundation for the art of graphics.

For a long time graphic images had no independent value and served only as decoration of the house or objects.

With the advent of writing graphics began to be purely decorative and widely used in handwritten books, parchments, letters for decoration or explanation of the text, and the very creation of fonts was reborn in the great art.

The term "graphics" was originally used only in relation to writing and calligraphy, as it was the basis for the creation of handwritten texts.

The term "graphics" was originally used only in relation to writing and calligraphy, as it was the basis for the creation of handwritten texts.

Then the graphics was defined as art, which is based on the line, the contrast of black and white.

Graphics (from Greek. "grapho" — "I write") — visual art, including drawing and works of art, based on the art of drawing, but having their own expressive means and visual capabilities.

Color in graphics is not the main thing, as for example in painting, but here it plays an auxiliary role

The only difference between graphic works and painting is the material. It will always be, pencil, ink, pen, pastel, charcoal, various sauces, sometimes as additional materials used watercolor and gouache. But here the color is not the main and auxiliary role, shading or, conversely, highlighting the individual elements of the picture.

Задание №22 ответьте на вопросы

1. What is an interior designer responsible for?
2. What education is necessary for entry-level positions?
3. What are the main concerns of interior designers?
4. What can good design boost?
5. Must interior designers be able to understand building and fire codes?
6. What types of building do interior designers plan?
- 7.

Задание №23 прочитайте и переведите текст

It is believed that the design originated in the era of industrial production. Graphic design at first meant artistic editing of text and images on a printed page to form a visual and verbal image for the purpose of informing and entertaining the reader. With the advent of color printing in the late XIX century, graphic design has become a separate art form. In the production of mass printed products and advertising at that time were involved mainly people who usually do not have art education. The situation changed in the first half of the twentieth century. European artists quickly responded to advances in science and technology and were the first to make radical changes.

Today, professionals have several schools that, one way or another, influenced the development of graphic design. The most notable were the American advertising graphics that existed in the thirties-fifties of the last century and the twenties of Russian constructivism, the seventies – the Swiss school of graphics of the sixties - the Polish school of poster, as well as the Japanese school of poster – 60-80 years of the twentieth century. Undoubtedly worthy of mention and some other schools of graphics and poster – English, Finnish, German, French, Dutch and others. Nascent schools of Internet design have roots in all countries, and there is a chance to hope that the Russian school of design in this new field will achieve such high results as Western schools. The main directions of the new flow of design were the creation of banners and websites.

Modern times marked the emergence of the world organization of graphic design, which has the abbreviation ICOGRADA. There is also an international Council of graphic design associations, and in our country – the Academy of graphic design.

Задание №24 ответьте на вопросы

1. Why do designers frequently collaborate with building contractors?
2. What problems faced programmers in the 1940's and 1950's?
3. Why were the first programs «complex» and «time-consuming»?
4. What are the basic functions of an operating system?
5. What does the abbreviation DOS mean?
6. What company developed the first version of DOS operating system?

Задание №25 прочитайте и переведите текст

At all times, people sought to improve the beauty of their homes, clothes and even the environment to be able to stay in harmony with nature and yourself. Someone made

masterpieces with their own hands, and someone asked for help from professionals who can create incredible views. In today's world, the specialization of such people is known as the profession of designer.

Who is the designer? Despite the fact that the designer profession has become really popular and in demand only in the twentieth century, the name itself has a long history. Its origins date back to the era of the Italian Renaissance, when the word "disegno" meant drawings and projects that were the basis of the idea. Depending on the type of activity of a design specialist, there are several main branches of this profession: industrial (design and creation of household appliances, transport, tools, furniture);

Environment design (creation of interiors, design of buildings, plots); graphic (creation of trademarks and signs, commercials using computer graphics); 3D-design (creating animations, presentations, layouts using special computer programs); landscape (works related to the design of land, parks, gardens);

Design of clothes, shoes and accessories. Design objects are present everywhere and in everything that surrounds us. In addition to the now popular specialists in the creation of clothing and interior, in the modern world are widely in demand developers of jewelry, accessories, utensils, furniture, etc. In a word, the object of design can be anything – from a needle to an airplane, every talented artist can become a designer to become a specialist in this field and have a stable financial income, it is necessary to possess such qualities and skills as: Observation; Creative thinking; Developed imagination; Sociability; Ability to work with a large amount of information; Patience; Ability to work in a team; a sense of tact in dealing with customers.

Задание №26 ответьте на вопросы

1. Was the new operational system successful?
2. What is the difference between the PC-DOS and MS-DOS?
3. What does the abbreviation NT stand for?
4. Is NT DOS-compatible?
5. What are the basic requirements for NT?
6. Who is the developer of OS/2?

Задание №27 прочитайте и переведите текст

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, de-

signers 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.

Задание №28 ответьте на вопросы

1. Do develop and what graphic produce designers?
2. Gather do relevant how information designers?
3. Designers what to time to devote considerable?
4. Graphic why use computer designers do packages software?
5. The design that designers do the present completed?
6. Sketches do how graphic or prepare designers layouts?

Задание №29 прочитайте и переведите текст

Graphic designers prepare sketches or layouts - by hand or with the aid of a computer - to illustrate their vision for the design. They select colors, sound, artwork, photography, animation, style of type, and other visual elements for the design. Designers also select the size and arrangement of the different elements on the page or screen. They may create graphs and charts from data for use in publications, and they often consult with copywriters on any text that accompanies the design. Designers then present the completed design to their clients or art or creative director for approval. In printing and publishing firms, graphic designers also may assist the printers by selecting the type of paper and ink for the publication and reviewing the mock-up design for errors before final publication. Graphic designers use specialized computer software pack-

ages to help them create layouts and design elements and to program animated graphics.

Graphic designers sometimes supervise assistants who follow instructions to complete parts of the design process. Designers who run their own businesses also may devote a considerable time to developing new business contacts, choosing equipment, and performing administrative tasks, such as reviewing catalogues and ordering samples. The need for up-to date computer and communications equipment is an ongoing consideration for graphic designers.

Задание №30 ответьте на вопросы

1. What makes UNIX so different from the other operational systems?
2. What are the special features of Windows 95, Windows 98, Windows 2000?
3. Why did you decide to study at our University?
4. What professions do you know?
5. Which of them require the knowledge of foreign languages?
6. What's the difference between an interpreter and a translator?

Задание №31 прочитайте и переведите текст

Graphic design is an extensive field of activity and an integral part of the modern world, the creation of a visual language. Graphic design may use different means, be digital or printed, may include photographs, illustrations or other types of graphics. The design can attract attention for just a minute, and can flash before your eyes. If you look around you will see many examples: product labels, packaging, book covers, TV screensavers, magazines and billboards — all created by a graphic designer. The scale of the project, on which the graphic designer is working, can be quite small — a postage stamp, and global —

navigation design for the whole state. Graphic designers help organize visual information so that it reaches the consumer. Road signs, textbook design, letterhead — it is the graphic designer who solves the problem of accurate and timely communication of information. Proper design of the text helps to make it easy to understand. The first works in the genre of graphic design — posters, billboards and other types of printed information — entered the lives of people for a long time. But now in the Arsenal of this professional should be the latest technology to create video graphics, 3d and animation. For successful work in the field of graphic designer professional skills are important, as well as features of personal development. It is necessary not only to think creatively, but to be able to work with a large array of information, organize your own time, prioritize, focus on customer requirements and know the trends in the profession.

Задание №32 ответьте на вопросы

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?
6. Who do they present the completed design to?
7. Why do graphic designers use specialized computer software packages?

Задание №33 прочитай и переведи текст

Graphic design is an extensive field of activity and an integral part of the modern world, the creation of a visual language. Graphic design may use different means, be digital or printed, may include photographs, illustrations or other types of graphics. The design can attract attention for just a minute, and can flash before your eyes. If you look around you will see many examples: product labels, packaging, book covers, TV screensavers, magazines and billboards — all created by a graphic designer. The scale of the project, on which the graphic designer is working, can be quite small — a postage stamp, and global — navigation design for the whole state. Graphic designers help organize visual information so that it reaches the consumer. Road signs, textbook design, letterhead — it is the graphic designer who solves the problem of accurate and timely communication of information. Proper design of the text helps to make it easy to understand. The first works in the genre of graphic design — posters, billboards and other types of printed information — entered the lives of people for a long time. But now in the Arsenal of this professional should be the latest technology to create video graphics, 3d and animation. For successful work in the field of graphic designer professional skills are important, as well as features of personal development. It is necessary not only to think creatively, but to be able to work with a large array of information, organize your own time, prioritize, focus on customer requirements and know the trends in the profession.

Задание №34 ответьте на вопросы

1. What's the difference between "to take an exam" and "to pass an exam"?
2. Which are the most prestigious professions today?
3. Science and technology constantly create new jobs. Can you name any of them?
4. Will people work less in the future? Why do you think so?
5. Experts say that we'll have to change jobs more often in the future? Do you know why?
6. Are you optimistic about the future? Are you fond of reading?

Задание №35 прочитайте и переведите текст

Who is an Illustrator? First of all, an Illustrator is an artist. And in the broadest sense of the word. Cartoons, commercials, drawings in books, graphics in computer games, movies, Wallpapers, website designs, postcards – it's all the work of the Illustrator. Although the profession is one, it is divided into many branches.

The profession of Illustrator is in great demand in book publishing houses and editorial offices, design studios and advertising companies.

Career growth of the Illustrator is very diverse. The artist can lead a creative group, open his own advertising company, become the head of an art Agency and even achieve worldwide fame. It all depends on the talent, aspirations and ability to do business, as in any other profession.

The pros and cons of the profession like any other activity, the profession of Illustrator has pros and cons. The first can be attributed to the following: No binding to the workplace. The Illustrator does not need to go to the office every day, and not only can he work at home, but also travel without violating the deadlines of the project. Opportunity to be creative. Any artist paints pictures with love, having pleasure. Vacation at any time of the year. There is no schedule, only the deadline for delivery of the order and discussion on the course of implementation. You can start at any time. If you are not 20 – this is not a reason to say goodbye to your career as an Illustrator.

Cons: Criticism. Not all creative people are able to tolerate criticism, even if it is constructive. Last minute terms. If inspiration has not visited the artist, there are times when you have to finish something in a panic. The same applies to those who find it difficult to organize their time. High competition. Despite the rarity of the profession, talented and just know how to draw well people very much. Self-promotion. Finding customers, advertising it is also the responsibility of the artist.

Задание №36 ответьте на вопросы

1. Who can graphic designers are 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?
6. Why will graphic designers with Web site design and animation be especially needed?
7. What skills are important for designers?

Задание №37 прочитайте и переведите текст

Form and space

All graphic design, all processes of creation of images regardless of the purposes and means, are based on manipulations with the form. "Shape" is the material: shapes, lines, textures, words and pictures. Our brain uses shapes to identify objects; form is a semantic message. An attempt to create the most beautiful form for a particular message and distinguishes the design from a simple dumping of a pile of assorted material in front of the audience with the promise of "let them understand themselves." Depending on the context, the word "beautiful" has many meanings. The aggressive, sharp collage-style illustration is

beautiful; the thick clumsy font is also beautiful; all the rough, non-emasculated images can be called beautiful. "Beautiful" in a descriptive sense can rather be replaced by the term "decisive", i. e. each form is confident, intentional and used in this design for a specific purpose. A form is considered a positive element or object. Space is considered negative - this is the "background" on which the form becomes a "figure". The relationship between form and space, or background and shape, can be described as interdependent and complementary; it is impossible to change one thing without changing another at the same time. The confrontation between the figure and the background creates visual activity and the illusion of three-dimensionality, which are perceived by the viewer.

Задание №38 ответьте на вопросы

1. What is the main way in photo design to influence visitors and potential clients?
2. What do comics feature?
3. What is the main function of cards?
4. What will enhance the image of a company and its respectability?
5. What can work in book design mean?
6. What programs are used for layout of full books?

Задание №39 прочитайте и переведите текст

Trademarks and logos.

Logo and trademark are considered the most important elements of your company image-building. They convey the essence, character and purpose of your business in a visual form. The main purpose of a logo is to make a nameable and

Recognizable impression on your potential clients and customers. For the client to recognize your product easily among other counterparts, it must contain a special detail. We call it a

trademark layout that represents your company in a symbolic way.

Logo and trademark design is a complex process. Designers can offer a vast number of structured techniques in logo and trademark development. Graphic designers offer professional insight into creation of a unique logo and trademark – so that your company and your product were the best among others and nameable for your clients. They help you to be in the foreground!

Задание №40 ответьте на вопросы

1. Why are shapes at the root of graphic design?
2. What is the key to successful graphic design?
3. How will negative space impact a design?
4. What is the most useful tool for shape creation?
5. What do form and space imply?
6. What forms are called two dimensional?

Задание №41 прочитайте и переведите текст

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.

Задание №42 ответьте на вопросы

1. Why aren't non-profit organizations typical advertising clients?
2. What is the main purpose of designing advertisements?
3. What are the major types of advertising?
4. What is the most effective mass-market advertising format?
5. What effects can an advertiser use to persuade you go out and buy something?
6. What is a new format of advertising that is growing rapidly?

Задание №43 прочитайте и переведите текст

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, and institutional, industrial, and personal use.

Package labeling (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 (Bota bags), 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 fiberboard boxes were first introduced in the late 19th century. As additional materials such as aluminum and several types of plastic were developed, they were incorporated into packages to improve performance and functionality. The purposes of packaging and package labels Packaging and package labeling 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 vapor, dust, etc., is often required. Permission is a critical factor in design.

Задание №44 ответьте на вопросы

1. What is packaging as a coordinated system?

2. What is package labeling?
3. What natural materials did the first packaged use?
4. What objectives do packaging and package labeling have?
5. What are technologies related to shipping containers?
6. What does package design start with?

Задание №45 прочитайте и переведите текст

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. Security - Packaging can play an important role in reducing the security risks of shipment. Packages can be made with improved tamper resistance to deter tampering and also can have tamper-evident features to help indicate tampering. Packages can be engineered to help reduce the risks of package pilferage: some package constructions are more resistant to pilferage and some have pilfered indicating seals.

Convenience - Packages can have features that add convenience in distribution, handling, stacking, display, sale, opening, reclosing, use, dispensing, and reuse.

Portion control - Single serving or single dosage packaging has a precise number of contents to control usage. Bulk commodities (such as salt) can be divided into packages that are a more suitable size for individual households. Symbols used on packages and labels

Many types of symbols for package labeling are nationally and internationally standardized. For consumer packaging, symbols exist for product certifications, trademarks, proof of purchase, etc. Some requirements and symbols exist to communicate aspects of consumer use and safety. Examples of environmental and recycling symbols include the recycling symbol, the resin identification code and the "Green Dot". Technologies related to shipping containers are identification codes, bar codes, and electronic data interchange (EDI). These three core technologies serve to enable the business functions in the process of shipping containers throughout the distribution channel.

Задание №46 ответьте на вопросы

1. What is the main way in photo design to influence visitors and potential clients?
2. What do comics feature?
3. What is the main function of cards?
4. What will enhance the image of a company and its respectability?
5. What can work in book design mean?
6. What programs are used for layout of full books?

Задание №47 прочитайте и переведите текст

Every nation becomes special by means of its own traditions and customs. There is no other nation that clings to the past with the tenacity of the British. They are really proud of their traditions, they cherish them. When we think of Britain, we often think of people drinking white tea, eating fish and chips, sitting by the fireplace or wearing bowler hats, but there is much more in Britain than just those things. Some British traditions are royal, such as the Changing of the Guard which takes place every day at Buckingham Palace. The Trooping of the Colour happens on the Queen's official birthday. It's a big colorful parade

with hundreds of soldiers and brass bands. British holidays (Christmas, Easter, Guy Fawkes Night, Remembrance Day) are especially rich in old traditions and customs. A traditional Christmas dinner consists of roast turkey and potatoes, cranberry sauce, sweet mince pies and Christmas pudding. On Christmas Eve children hang up their stockings around the fireplace for Father Christmas to fill with presents. At Easter chocolate eggs are given as presents symbolizing new life. Guy Fawkes Night is also known as Bonfire Night because English people burn stuffed figures on bonfires. On Remembrance Day red poppies are traditionally worn in memory of servicemen who lost their lives in wars. National Morris Dancing can be seen throughout the month of May in most of English villages. Groups of men and women wear colored costumes, carry white handkerchiefs and perform their lively folkdance. One of Englishmen's traditions is their tender love for animals.

Politeness and punctuality are typical features of all British people. They often say "Sorry", "Please" and "Thank you" with a smiling face and they always try to arrive on time. The British are also traditional about their breakfast. They usually eat bacon and eggs, a toast with orange jam, a bowl of cereals or porridge in the morning. There are over 60 thousand pubs in the United Kingdom. Pubs are an important part of British life too. People talk, eat, drink, meet their friends and relax there.

Задание №48 ответьте на вопросы

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?

6. When did photography begin replacing illustrations in graphic design?

7. What did post-modernism bring to design?

Задание №49 прочитайте и переведите текст

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.

Calendars are the most popular type of advertising printings. There is no better practical business gift than a calendar. Designers can create a calendar with a company logo, which clients and partners will remember for a long time. Invitation and greeting cards. Designers create cards that

will satisfy all your needs.

Book and magazine layouts. Qualitative print and informative texts are not enough for the modern reader. Creative design, illustrations and pictures are also important for the consumer, they to attract a huge audience of readers. Covers for books, magazines, audio and video. Cover must attract consumer's attention and have an informative content. Designers help to make the products attractive for clients.

Diplomas, certificates and muniments. Your clients are aware that diplomas, certificates and muniments suggest qualitative competitive abilities of any company or enterprise. Folders, blanks, envelopes. High quality printing products with your logo deliver a corresponding image for you. They will attract numerous clients, who will recognize your company at one glance at a folder, blank or envelope.

Business cards are a necessary attribute for a business person. Creative and unique design for your business card is the best solution to differentiate your company.

Задание № 50 ответить на вопросы

1. Why factors designers consider internal do and external?
2. Why investments in design of poster and show bills so profitable are?
3. What the most type is of advertising printings popular?
4. What magazines the role of a is cover for books and?
5. What a company is the best solution to differentiate?

4.2. Критерии оценивания, предназначенные для промежуточного контроля

Оценка «5»/отлично/- ставится, если обучающийся не допустил ни одной ошибки или одну негрубую ошибку в первом задании; не допустил ни одной ошибки или две негрубые ошибки во втором задании; а также учитывается качество оформления работы, аккуратность обучающегося, отсутствие орфографических ошибок.

Оценка «4»/хорошо/ - ставится, если обучающийся допустил две ошибки в первом задании; допустил одну ошибку или две негрубые ошибки во втором задании; а также учитывается качество оформления работы, аккуратность и отсутствие орфографических ошибок.

Оценка «3»/удовлетворительно/- ставится, если обучающийся допустил две ошибки и одну негрубую ошибку в первом задании; допустил три ошибки и две негрубые ошибки во втором задании; а также учитывается качество оформления работы.

Оценка «2» /неудовлетворительно/- ставится, если обучающийся допустил существенные ошибки в процессе выполнения заданий (выполнено менее 50 процентов каждого задания).

5 ИНФОРМАЦИОННОЕ ОБЕСПЕЧЕНИЕ

Основные источники:

1. Английский язык: базовый уровень: учебник для образовательных организаций, реализующих образовательные программы среднего профессионального образования; 1-е издание . Смирнова Е.Ю., Смирнов Ю.А. Акционерное общество "Издательство "Просвещение"-2025г

Дополнительные электронные источники:

1. ЭОР: "Английский язык, 10-11 класс". Учебный онлайн-курс для 10-11 класса, включающий теоретические материалы, задания и тесты с автоматической проверкой правильного ответа для всех разделов федеральной рабочей программы. Задания направлены на формирование речевых умений и коммуникативных компетенций; включены задания на формирование компетенций пассивных видов речевой деятельности (чтение, аудирование). Особенность заданий заключается в наличии генераций, позволяющих обращаться к упражнениям неоднократно, а также в наличии подробного объяснения решения. ООО "ЯКласс"

2. Английский язык, 10 - 11 классы. Комплексный образовательный материал по английскому языку, включающий сценарии уроков, сценарии изучения тем, видеоуроки, электронные учебные пособия и тесты с автоматической проверкой для использования на уроках и самоподготовки учащихся. ГАОУ ВО МГПУ

3. Цифровой курс "Английский язык" 10-11 класс. Цифровой курс разработан в соответствии с Федеральными государственными образовательными стандартами, федеральными основными образовательными программами и универсальным тематическим классификатором для использования при реализации части общеобразовательной программы, формируемой участниками образовательных отношений по предмету "Английский язык" (среднее общее образование, базовый уровень). ФГАОУ ВО "Государственный университет просвещения"