



Unione Europea

FONDI
STRUTTURALI
EUROPEI

pon
2014-2020



MIUR

PER LA SCUOLA - COMPETENZE E AMBIENTI PER L'APPRENDIMENTO (FSE-FESR)

MAZZINIDAVINCI

Istituto Secondario Superiore Statale Savona
servizi commerciali –servizi socio sanitari – manutenzione ed assistenza tecnica



Sede, segreteria, presidenza: via Aonzo, 2 - tel. 019.824450 - fax 019.825966

Succursale: via alla Rocca, 35 - tel. 019.820584 - fax 019.820584

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E-mail: svis00600t@istruzione.it - svis00600t@pec.istruzione.it

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PROGRAMMA SVOLTO

ANNO SCOLASTICO: 2018/2019

MATERIA: INGLESE

INSEGNANTE: BACCHETTA LAURA

CLASSE: 5E SCcp

SETTORE: SCcp

INDIRIZZO: Servizi Commerciali COMUNICAZIONE PUBBLICITARIA

NUMERO ORE DI LEZIONE SVOLTE: 71

SUL NUMERO CONVENZIONALE DI ORE PREVISTE: 99 (33 settimane x 3 h settimanali)

(da far firmare per presa visione ai rappresentanti degli allievi)

CONTENTS SELECTED from – **New IN DESIGN** Technical English for Graphic Design and Advertising
(Paola Gherardelli, Elisa Wiley Harrison - EDITORE ULRICO HOEPLI MILANO)

- A. **UNIT 1 - WHERE TO BEGIN: Graphic Design Schools Programmes / Graphic Design History**
+ *TERMS RELATED to GRAPHIC DESIGN*
- B. **UNIT 2 - DESIGN EQUIPMENT: A Designer's Basic Equipment / How to Choose and Use Pencils and Paper / Understand Form and How to achieve it**
+ *TERMS RELATED to a GRAPHIC DESIGNER's EQUIPMENT*
- C. **UNIT 4 - COLOUR MATTERS The Theory of Colour / Practical Applications of Colour / Describing Images in Relation to the Use of Colour**
+ *TERMS RELATED to COLOURS and their USE*
- D. **UNIT 5 – PHOTOGRAPHY: The Basic Functioning of a Camera / How To Create Effective Images / Photography and Advertising**
+ *TERMS RELATED to the CAMERA and PHOTOGRAPHY*
- E. **UNIT 6 - PACKAGING: Packaging and its History / Packaging Design / A Case study: Filthy Food**
+ *TERMS RELATED to PACKAGING*
- F. **UNIT 9 - LOGOS and LABELS: Logos and Trademarks / Wine Labels**
+ *TERMS RELATED to LOGOS and LABELS*



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plus

CONTENTS REVIEWED, REFRESHED or NEWLY APPROACHED (section: **SKILLS**)

HOW TO:

1. **USE SKIMMING** while reading, to pick out the main elements of a text
2. **and SCANNING**, technique to find some precise information in a text in a short time
3. **TAKE NOTES**
4. **WRITE A SUMMARY**
5. **DESCRIBE TABLES, GRAPHS and CHARTS**
6. **WRITE a REPORT**
7. **WRITE an ESSAY**
8. **MAKE an ORAL PRESENTATION**

Plus

ROMEO & JULIET by PALKETTOSTAGE (International Theatre Productions)

A literary adaption from the play in original language “Romeo and Juliet” by William Shakespeare

Tips on the Renaissance drama

Tips on the Features of drama (Structure/Setting/Characters/Action/Dialogues/Soliloquy or monologue/Aside/ Stage directions)

The songs in “Romeo and Juliet” in nowadays musical hit-parades.

Savona, <u>13 maggio 2019</u>	Allievi _____
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Il docente <u>Laura BACCHETTA</u> _____	Per presa visione: Il Dirigente Scolastico _____
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