



PROGRAMMA SVOLTO

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Materia:	INGLESE
Classe:	4M
a. s.:	2019-2020

N. mod.	Titolo del modulo	Argomenti e attività svolte
1	Art of visual	"Design is so simple, that's why it's so complicated" (pag.3) - Colour matters: Know your colours - Colour values and schemes - Colours in practice - Photography: How the camera works- How to create effective images - Photography and advertising - Advertising: The art of persuasion and visual appeal - Public service adverts - From initial concepts to final visual
2	Packaging	What is packaging? - Early packaging - Package designing - Filthy food - Logos and Labels: Logos and Trademarks - Developing a Corporate Assignment - Wine labels
3	Digital and traditional	Posters and signs: The amazing functions of a poster - The first movie poster - The poster of the Moulin Rouge pag.76 (descrizione) - descrizione posters pag.77 - Signs - Entertainment posters (descrizione pagg. 80 e 81) - The Hunger Games poster The digital camera VS the traditional camera - Tablet and digital pens - Becoming a computer graphic artist

Palazzolo sull'Oglio,

Prof.