



PROGRAMMA SVOLTO

Docente	PROF.SSA SUSANNA BELLANI
Materia:	INGLESE
Classe:	3M
a. s.:	2019/2020

N. mod.	Titolo del modulo	Argomenti e attività svolte
1	WELCOME TO THE ADVERTISING WORLD!	<p>CONOSCENZE: GRAMMATICA : breve ripasso dei tempi verbali e delle principali strutture morfo-sintattiche.</p> <p>GRAFICA: • WHERE TO BEGIN • Graphic design, school projects and careers • Graphic design history • A portal for graphic designers • Terms and verbs related to graphic design. • Use of Simple past and present perfect</p> <p>ABILITA': • Skimming • Scanning • How to take notes • How to write a summary • How to use a dictionary • How to translate</p>
2	DESIGN EQUIPMENT, COLOURS AND MATTERS	<ul style="list-style-type: none">• ADVERTISING TOOLS• A designer's basic equipment• How to choose and use pencils and paper• Understanding form and how to achieve it• the theory of colour• Practical applications of colour• Describing images in relation to the use of colour
3	ADVERTISING AND THE	<ul style="list-style-type: none">• The basics of type



	USE OF TYPE	<ul style="list-style-type: none">• Type and illustrations• 3D typography• Johann Gutenberg• How to persuade an audience and create visual appeal• Public service advertisements• Development of an art
4	ADVERTISING AD ITS AUDIENCE	<ul style="list-style-type: none">• Consumer motivation• The use of works of art• The use of figures of speech• The use of influencers in advertising• The use of colour in advertising

Palazzolo sull'Oglio, 07/06/2020

Prof.ssa Susanna Bellani