



### PROGRAMMA SVOLTO

Docente	<b>Alessio De Vita</b>
Materia:	<b>Inglese</b>
Classe:	<b>4M</b>
a. s.:	<b>2021/22</b>

<b>N. mod.</b>	<b>Titolo del modulo</b>	<b>Argomenti e attività svolte</b>
1	Art of Visual	<ul style="list-style-type: none"><li>- The basic functioning of a camera</li><li>- How to create effective images</li><li>- Photography and advertising</li><li>- (Use of modal verbs)</li><li>- The main features of a poster</li><li>- Types and signs</li><li>- Entertainment posters</li></ul> Extra Reading: Great movie Posters: Blade Runner, Jurassic Park, Jaws (1975)
2	Packaging	<ul style="list-style-type: none"><li>- Packaging and its history</li><li>- Packaging design</li><li>- A case study: Filthy food</li><li>- Logos and trademarks</li><li>- Developing a corporate assignment</li><li>- Wine labels</li><li>- Extra readings: Logos: Visual identity, Great Logos (Nike, I love NY, Burger King), 16 famous logos with a hidden meaning.</li></ul>
3	Digital and traditional	<ul style="list-style-type: none"><li>- The digital camera vs traditional camera</li><li>- Tablets and digital pens</li><li>- Becoming a computer graphic artist</li><li>- Book and magazine production</li><li>- The Kindle and company</li><li>- Online magazines</li><li>- What are comic books and graphic novels</li><li>- Tattoo art</li><li>- Children's book illustration</li><li>- What is a storyboard</li></ul> Extra readings: Great tools (computers), What's in a



		computer?, Ebook Readers, What is a storyboard (definition and application), Storyboard for the film industry, Storyboard for commercials, From Story to storyboards (Comic Books), Great illustrators (Jack Kirby, Stan Lee, Charles Monroe Schultz, Alberto Aleandro Uderzo, Hugo Eugenio Prat)