

**I.I.S. Inveruno**

## **PROGRAMMA SVOLTO**

**MATERIA INGLESE**

**Classe 4C GRAFICA E COMUNICAZIONE**

**a.sc. 2017-2018**

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**Testi utilizzati:** New in Design – Grammar Files Green Edition

**Prof. :** ROBERTA MONOLO

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### **GRAMMAR:**

Past simple of regular and irregular verbs

Past Continuous

Past simple vs. past continuous

Present Perfect

Present perfect continuous

Present perfect simple vs. present perfect continuous

Preposizioni di mezzo

I like, I need, I take

Preposizioni di moto e verbi di movimento

To want e verbi di volontà

Costruzione oggettiva

To want e verbi di volontà

Costruzione oggettiva

Past perfect simple and continuous

### **GRAPHIC DESIGN AND ADVERTISING TOPICS:**

#### **UNIT 5 PHOTOGRAPHY**

How the camera works

Correct exposure

How to create effective images

Photography for advertising

## UNIT 7 ADVERTISING

The art of persuasion and visual appeal

Public service advertisements

From initial concepts to final visual

## UNIT 8 POSTERS AND SIGNS

The amazing functions of a poster

Signs

Entertainment posters

## UNIT 9 LOGOS AND LABELS

Logos and trademarks

Developing a corporate assignment

Wine label

## UNIT 10 COMPUTER GRAPHICS

The digital camera

Tablet and digital pens

Inveruno, 1 GIUGNO 2018

**Gli alunni**

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**I docenti**

*Prof. Roberta Monolo*