

Искусство, дизайн и сфера услуг

Verbs: determine, perceive, leave, impact, alter, transform, deal with, adjust, alter, master, imagine, define, imply, exist, categorize, indicate, correspond to, recognize, identify, affect, emphasize.

Nouns: root, shape, layout, mood, software, tool, creation, circle, square, triangle, curve, dimension, opacity, width, height, depth, seashell, petal, insect, cube, sphere, cone, snowflakes, perception, boundaries, contour, volume.

Adjectives: countless, successful, soft, curved, rounded, sharp, angled, current, useful, complex, limitless, dimensional, asymmetrical, organic, visual, consistent.

Adverbs: properly, differently, significantly, ultimately, typically, naturally, visually, commonly, daily, essentially.

Make the following sentences negative:

- 1. The "white space" or negative space will significantly impact a design.
- 2.It visually describes an object.
- 3. Strong contrasts in value within a composition may define the boundaries of forms.
- 4. The shading indicates depth by creating shadows.

Give the forms of irregular verbs: make,

leave, lead, think, have, find.

Answer the questions:

- 1. Why are shapes at the root of graphic design?
- 2. What is the key to successful graphic design?
- 3. How will negative space impact a design?
- 4. What is the most useful tool for shape creation?
- 5. What do form and space imply?
- 6. What forms are called two dimensional?
- 7. What forms are called three dimensional?
- 8. What can lead to the desired result?

True or false:

- 1. The character and source of light also changes the perceived character of the object.
- 2. Gradations of value, or shading, can not create the illusion of contour and volume.
- 3. Many designed forms have irregular contours.
- 4. Using shapes properly is one of the keys to successful graphic design.
- 5. Snowflakes and soap bubbles are among many geometric forms found in nature.

4. Fill in the gaps:

- 1. Organic shapes are found in nature-seashells, flower petals, insects, animals, ...!
- 2.... in a photographic portrait, for example, can make the subject look older, younger, dramatic, or rather abstract.
- 3. The ... or negative space left between shapes will also significantly impact a design.
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- 4. Adobe Illustrator is the most useful ... for shape creation and manipulation.
- 5. Three ... shape has depth as well as width and height.















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