Basic data of the subject	
Academic Unit:	**Faculty of Applied Arts**
Subject title:	**English IV**
Study level:	**Bachelor**
Subject status:	**Mandatory**
Year of studies:	**3**
Number of hours per week:	**2**
Value of credits – ECTS:	**3**
Lecturer of the subject:	
Contact details:	
Course description:	This course focuses on further developing the four main language skills, with special emphasis on communication skills and vocabulary expansion. The book which will be used throughout this semester is "Career Paths: Art and Design (Book II)" which in addition to including career-specific themes related to art and design, such as art movements and styles, photography, fonts, etc., it also contains material which enables students to improve their existing knowledge on fundamental elements of English grammar.
Course objectives:	The main aim of this course is the enrichment of vocabulary with specific terminology used in art and design, so that students can apply their language skills outside the classroom, namely in work-related environments. Besides vocabulary, attention will be focused on the development of other communication and interpersonal skills, such as making suggestions and giving advice, asking for an opinion, changing topics, expressing sympathy, etc. Critical thinking and teamwork are continuously encouraged in discussions and other in-class activities.
Expected learning outcomes:	Upon completing this module the student should be able to: • have conversations in English by utilizing the terminology acquired throughout the semester • understand conversations which contain elements and concepts related to art and design

	• write essays with themes and topics from daily life, but also topics which are closely related to their field of study • understand the main ideas and most details in texts on daily life topics, as well as those that are related to familiar themes in art and design

Contribution to student workload (which should correspond to the students learning outcomes)			
Activity	**Hours**	**Days/weeks**	**Total**
Lectures	2	15	30
Theoretical / laboratory exercises	0	0	0
Practical work	0	0	0
Contact with the lecturer / Consultations	1	15	15
Field exercises	0	0	0
Tests, seminar papers	1	1	1
Homework	1	10	10
Independent work (in the library or at home)	1	15	15
Final preparation for the exam	2	1	2
Time spent in assessment (tests, quiz, final exam)	1	2	2
Projects, presentations, etc.			
Total			**75**

Teaching methodology:	Lectures, exercises, individual work, pair work, and group work, homework (essay, questions and answers), etc.
Assessment methods:	10% Activity and engagement during lectures 30% Midterm test 60% Final exam
Literature	
Basic literature:	Art & Design (Book II) by Virginia Evans, Jenny Dooley, Henrietta P. Rogers. Express Publishing, 2013.
Additional literature:	The Visual Dictionary of Graphic Design by Gavin Ambrose, Paul Harris. AVA Publishing SA 2006.

Designed plan of teaching:	
Week	**Lecture to be held**
Week 1:	Introduction to the course, discussion of the syllabus and learning material

Week 2:	**Unit 1: Art movements** Reading context: Brochure; Vocabulary: abstract, art deco, cubism, expressionism, impressionism, etc.; Function: Describing expectations
Week 3:	**Unit 2: Photography 1** Reading context: Webpage; Vocabulary: camera, develop, exposure, film, flash, etc.; Function: Making a prediction **Unit 3: Photography 2** Reading context: Blog; Vocabulary: aperture, digital photography, digital zoom, image sensor, etc.; Function: Describing appropriate users
Week 4:	**Unit 4: Photo editing 1** Reading context: Advice column; Vocabulary: file format, pixel, photo editing, PNG, etc.; Function: Recommending an action not be taken **Unit 5: Photo editing 2** Reading context: Webpage; Vocabulary: blur, clone, crop, red eyes, resize, retouch, etc.; Function: Making suggestions
Week 5:	**Unit 6: Fonts 1** Reading context: User's manual; Vocabulary: bold, caps, font, format, italic, outline, point, shadow, etc.; Function: Asking for an opinion **Unit 7: Fonts 2** Reading context: Textbook chapter; Vocabulary: angle, character width, expanded, ornamental, proportional, etc.; Function: Confirming a prediction
Week 6:	**Unit 8: Type and lettering** Reading context: Webpage; Vocabulary: lettering, set, stationery, type design, typeface, etc.; Function: Making an appointment **Unit 9: Web design** Reading context: Webpage and course description; Vocabulary: appearance, content, navigation, coding, programming language, etc.; Function: Talking about goals, Changing topics
Week 7:	**Unit 10: Web design 2** Reading: Course description; Vocabulary: coding, FTP, HTML, hyperlink, Javascript, programming language, QR code, markup language, etc.; Function: Changing topics **Unit 11: Layout 1** Reading: Email; Vocabulary: alignment, center, column, footer, header, sidebar, etc.; Function: Describing limitations

Week 8:	Midterm test
Week 9:	**Unit 12: Layout 2** Reading: Email; Vocabulary: grid, gutter, illustration, landscape, portrait, relative, margin, etc.; Function: Assigning tasks **Unit 13: DTP 1** Reading: Advertisement; Vocabulary: batch mode, clip art, comprehensive layout, desktop publishing, electronic page, etc.; Function: Discussing pros and cons
Week 10:	**Unit 14: DTP 2** Reading: Email; Vocabulary: A4, convert, find-and-replace, item style, kerning, leading, letter, PDF, etc.; Function: Expressing sympathy **Unit 15: CAD** Reading: Advertisement; Vocabulary: 2D, 3D, architecture, diagram, drafting, model, photorealistic rendering, software, etc.; Function: Discussing familiarity
Week 11:	**(From book 3) Unit 1: Education 1** Reading context: Letter; Vocabulary: apprentice, diploma, multimedia, placement, undergraduate, etc.; Function: Describing experience **(From book 3) Unit 2: Education 2** Reading context: Website; Vocabulary: continuing education, design management, equivalency, graduate, etc.; Function: Expressing disappointment
Week 12:	**(From book 3) Unit 3: Business Types** Reading context: Job listings; Vocabulary: commission, firm, freelancer, generalist, partnership, promotional, etc.; Function: Asking for details **(From book 3) Unit 4: Motion Design** Reading context: Webpage; Vocabulary: abstract, animation, broadcast design, bumper, flying logo, motion, etc.; Function: Asking for a recommendation
Week 13:	**(From book 3) Unit 5: Editorial Design** Reading context: Employee handbook; Vocabulary: art director, deadline, editorial, frequency, editor etc.; Function: Giving a reminder **(From book 3) Unit 6: Corporate Design** Reading context: Business letter; Vocabulary: branding, business card, concise, corporate identity, corporation, customer, etc.; Function: Disagreeing with an opinion
Week 14:	**(From book 3) Unit 7: Music Industry Design**

	Reading context: Review; Vocabulary: album cover, booklet, box set, collectible, genre etc.; Function: Expressing a preference **(From book 3) Unit 8: Video Game Design** Reading context: Webpage; Vocabulary: 3D modeling, animator, arcade, background artist, concept artist, console, mobile gaming etc.; Function: Making a correction
Week 15:	Review of the covered material, preparation for exam
Academic Policies and Rules of Conduct:	
Students must attend classes regularly and engage in discussions and other activities that take place during lectures.	