



**PROGRAMMA SVOLTO DI LINGUA INGLESE
CLASSE 4C GRAFICAE COMUNICAZIONE
A.S. 2025-2026**

Libri di testo in adozione: AAVV, In Time (Vol. 2), DeA Scuola – Black Cat
Sanità, Saraceno, Bottero, - *Images & Messages. English for Graphic Arts, Communication and Audio-Visual Productions* - ed. EDISCO

1. Theory and Communication of Colour

- **Theory of Colour:** introducing the theory of colour, neutral colours, tint, shade, tone.
- **Colour Classification and Harmonies:** Colour Harmonies.
- **Colour Models:** CMYK vs RGB colour models and characteristics.
- **The Power and Meaning of Colour:**
 - "The power of colour in communication".
 - "The Use of Colour in advertising".
 - The meaning of colour in arts (including focus on black and white).
- **Video & Language Activities:**
 - Video activity on colours and objects associated to colours vocabulary (short film "COLORS" by The Mercadantes).
 - Video activity: speaking and writing on the short film "The Conditioned".

2. Graphic Design, Layout and Typography

- **Layout and Fonts:** Introducing layout, definition of typeface and font.
- **Typeface:** Typeface classification, the history of Times New Roman.
- **History of Printing:**
 - The invention of the Movable Typeset.
 - Johannes Gutenberg and the invention of movable typeset (biography).

3. Marketing and Branding

- **Brand:** Brand and brand names.
- **Marketing:** Marketing mind map, definition, and applications.
- **Visual Identity:** Logos and label.

4. Language Skills & Certification Practice (B1/B2)

- **Listening Skills:**
 - Listening B1 practice: A weather forecast.
 - Listening B2: Joining a Gym.
 - Listening B1: Making a decision.
 - Listening Test B1 Preliminary simulazione.
- **Writing Skills:**
 - Lezione sulle congiunzioni utili a motivare ("giving reasons"): *due to/because of; since/as/because*.
 - Esercitazione sulle writing skills: rispondere ad una mail, analisi delle formule di apertura e chiusura della e-mail (task B1).
 - Writing test: e-mail or article writing.

5. Civic Education & Interdisciplinary Topics

- **Human Rights:** The principle of equality among human beings: a comparison between the Declaration of American independence and the Italian Constitution (articolo 3).

La docente

Carbonia, 10 giugno 2026

Prof.ssa Daniela Soru