Career Paths: Art and Design is a new educational resource for art and design professionals who want to improve their English communication in a work environment. Incorporating career-specific vocabulary and contexts, each unit offers step-by-step instruction that immerses students in the four key language components: reading, listening, speaking, and writing. Career Paths: Art and Design addresses topics including fundamentals of drawing, photography, digital editing, web design, and career options.

The series is organized into three levels of difficulty and offers a minimum of 400 vocabulary terms and phrases. Every unit includes a test of reading comprehension, vocabulary, and listening skills, and leads students through written and oral production.

Included Features:
- A variety of realistic reading passages
- Career-specific dialogues
- 45 reading and listening comprehension checks
- Over 400 vocabulary terms and phrases
- Guided speaking and writing exercises
- Complete glossary of terms and phrases

The Teacher's Guide contains detailed lesson plans, a full answer key and audio scripts.

The audio CDs contain all recorded material.
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Get ready!

Before you read the passage, talk about these questions.

1. What are pictures stored on?
2. What is necessary when taking a photograph in dark conditions?

Reading

Read the webpage. Then, mark the following statements as true (T) or false (F).

1. The webpage offers multiple solutions for blurry pictures.  
2. The webpage advises that short shutter speeds cause dark pictures.  
3. The webpage recommends getting film developed at a store.

Photography is harder than it looks.

Good photographers need practice. Here are some tips for dealing with common problems.

Problem: I'm trying to shoot a moving subject. The photographs are blurry and I can't see the details.

Solution: Your exposure is probably taking too long. Try a camera with a shorter shutter speed.

Problem: My subject isn’t moving, but my photographs are blurry.

Solution: You might need to focus your lens. Make small adjustments until the image looks right. If that doesn’t work, try using a tripod. It will help you keep the camera steady.

Problem: My night-time pictures are too dark.

Solution: To take a good night-time picture, you need light. Use a camera with a flash.

Problem: My local camera store closed down. Where can I turn my negatives into photographs?

Solution: Learn to develop your own film. This is more satisfying than taking it to a store, anyway.

Vocabulary

Write a word that is similar in meaning to the underlined part.

1. The photographer needs to take a picture of the new city hall for the newspaper article.  
2. The material that stores images was damaged, so the photographs were ruined.  
3. If the piece of curved glass is dirty, the pictures will not look right.  
4. The new device for taking pictures is much more advanced than the old one.  
5. The artist studied the act of creating pictures with a camera.  
6. The magazine hired a new person who takes pictures.  
7. The proper process of allowing light into a camera helps a photographer achieve the desired effect.
4. Read the sentence pairs. Choose which word or phrase best fits each blank.

1. focused / developed
   A. The photographer ________ the camera before he took the photograph.
   B. The photographer ________ the film into photographs.

2. shutter speed / negative
   A. The ________ shows the image with the colors reversed.
   B. Adjust the ________ so the picture won’t be so blurry.

3. flash / tripod
   A. To keep the camera steady, use a ________.
   B. To add more light to the subject, use a ________.

5. Listen and read the webpage again. How can a photographer take a clear picture of a moving subject?

Listening

6. Listen to a conversation between a photographer and an assistant. Choose the correct answers.

1. What is the purpose of the conversation?
   A. to identify an error while developing negatives
   B. to choose an easier photography subject
   C. to determine why a batch of photographs came out badly
   D. to explain the need for a flash on the next project

2. What does the woman plan to do next on the next project?
   A. shoot another type of subject
   B. use the camera’s flash
   C. develop the negatives differently
   D. use a faster shutter speed

7. Listen again and complete the conversation.

Photographer: Let me take a look. Yeah, they’re 1. ______________.
Assistant: What do you think happened? Did I 2. ______________ incorrectly?
Photographer: No, I don’t think it was your fault. I bet I just used a 3. ______________.
Assistant: That could make the pictures blurry?
Photographer: Oh, definitely. Especially since my 4. ______________.
Assistant: I see. Would it help to 5. ______________ next time?
Photographer: Not in 6. ______________. There was plenty of sunlight out there.

Speaking

8. With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

They didn’t come out ...
I bet I just ...
Would it help to ...?

Student A: You are a photographer. Talk to Student B about:
- a problem with a batch of photographs
- the cause of the problem
- what you will do differently next time

Student B: You are an assistant. Talk to Student A about a problem with a batch of photographs.

Writing

9. Use the conversation from Task 8 and the webpage to complete the project reshoot request.

Northwestern Images

Request to Reshoot Form

What was the problem with the original photographs?

______________________________________________________________

How will you avoid this problem again?

______________________________________________________________

______________________________________________________________

______________________________________________________________

______________________________________________________________
Get ready!

1. Before you read the passage, talk about these questions.
   1. What are CD’s packaged in?
   2. What usually comes included with a CD or LP?

Reading

2. Read the reviews. Then, choose the correct answers.
   1. What is the main idea of the reviews?
      A. design problems with a boxed set
      B. the style of a particular music industry designer
      C. the quality of the packaging for two releases
      D. information about how to create an album cover
   2. Which of the following is NOT included in the box set described?
      A. interviews with producers
      B. extended liner notes
      C. photos of the band
      D. jewel cases
   3. How can the record label improve Julianne Palau’s next release?
      A. by including lyrics in the liner notes
      B. by re-mastering the songs
      C. by using a jewel case
      D. by choosing a bland album cover

Vocabulary

3. Read the sentences and choose the correct words.
   1. A(n) **record label/album cover** should be representative of the music on an album.
   2. A(n) **jewel box/LP** protects a CD from getting scratched or broken.
   3. Lyrics are often included in a CD’s **genre/booklet**.
Listen again and complete the conversation.

Designer: Hey, have you had a chance to look at the sketches I left you?
Musician: Oh yeah. They looked really good.
Designer: Good. Which one do you think is best?
Musician: Well, the first one was good, but I think it’s a little too dark.
Designer: Probably the third one would be better then.
Musician: Yeah. I liked the third one a lot. Can you make the band’s name bigger, though?
Designer: I guess so. I’ll work on that and send you an email.
Musician: Okay. Can you do some layouts for the back cover too?

4 Read the sentence pairs. Choose which word or phrase best fits each blank.

1 CD / LP
A A(n) _________ is intended to be played on a phonograph.
B A(n) _________ is often packaged in a jewel box.

2 collectible / emblematic
A A good album cover is ____________ of the music it represents.
B A box set can be a(n) ____________ .

3 genre / liner notes
A The style or content of music tells its ____________ .
B Information about a recording can be found in the ____________ .

4 packaging / record label
A All of the items that protect a CD are collectively known as its ____________ .
B A ____________ oversees the recording of music albums.

5 Listen and read the reviews again. What are some features of the box set?

Speaking
8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

They looked ... / If you don’t mind ... / I’m looking forward to ...

Student A: You are a designer. Talk to Student B about:
• sketches you made for an album cover
• what changes need to be made to the sketches
• what other things need to be designed

Student B: You are a musician. Talk to Student A about designs for your album cover.

Writing
9 Use the reviews and the conversation from Task 8 to write a review of an album’s packaging. Include: a description of the album cover, materials included in the liner notes, and the type of packaging.
recompose [V-T-U5] To recompose an image is to rearrange certain parts of an image while leaving other parts unaffected.

red eye [N-UNCOUNT-U5] Red eye is a photographic effect in which the pupils of photographic subjects appear red.

reflex mirror [N-COUNT-U3] A reflex mirror is a reflective part inside a camera that allows a photographer to look through the viewfinder and see what will be photographed.

relative [ADJ-U12] If something is relative to something else, it refers to the comparison or relationship of something with the other thing.

resize [V-T-U5] To resize an image is to make it larger or smaller.

retouch [V-T-U5] To retouch an image is to improve its appearance by adding, removing, or changing features.

Roman type [N-UNCOUNT-U7] Roman type is the regular version of a font or typeface that is not bold, thin, or italic.

Romanticism [N-UNCOUNT-U1] Romanticism is an art movement featuring art that emphasizes emotional responses, such as fear and awe.

row [N-COUNT-U11] A row is a section of a page that extends from left to right.

sans-serif [ADJ-U7] If a font is sans-serif, its letters have plain tips, without additional small lines.

scaling [N-UNCOUNT-U5] Scaling is the process of making something larger or smaller without changing the relationships between the different parts or dimensions.

script [N-UNCOUNT-U7] Script is writing in which letters of the same word are connected to each other.

SD card [N-COUNT-U3] An SD card is an electronic memory device that stores digital information, such as photographs.

search engine [N-COUNT-U9] A search engine is a computer program that is used to locate information on the Internet.

serif [ADJ-U7] If a font is serif, it has small lines at the tips of its characters.

set [V-T-U8] To set something is to put something in a particular position.

shadow [N-COUNT-U6] A shadow is a dark shape that appears where an object blocks the light, or an image that produces a similar appearance.

sharpen [V-T-U5] To sharpen an image is to make lines, edges, and details appear clearer or more defined.

shoot [V-T-U2] To shoot something is to take a picture of something with a camera.

shutter speed [N-UNCOUNT-U2] Shutter speed is the length of time that light enters a camera while a photograph is taken, and affects the way that changes in light or movement appear in the photograph.

sidebar [N-COUNT-U11] A sidebar is a block of text or other material that is set apart from the main body of the page.

software [N-UNCOUNT-U15] Software is a program that performs a particular function or series of functions on a computer.

spread [N-COUNT-U12] A spread is a layout that covers two or more pages, usually across two pages that face each other in a bound publication.

stamp [V-T-U5] To stamp something is to impress a pattern or mark on something.

stationery [N-UNCOUNT-U8] Stationery is supplies, such as ink and paper, that are used to produce written material.

straighten [V-T-U5] To straighten an image is to adjust it so that its edges are aligned with the edges of the larger page.

strikethrough [N-COUNT-U6] A strikethrough is a continuous, horizontal line through the center of something.

style sheet [N-COUNT-U14] A style sheet is a set of formatting instructions for text that ensures design consistency. It often includes features like font, kerning, and text color.

subscript [N-UNCOUNT-U6] Subscript is a setting or style in which a letter, number, or symbol is printed below and to the side of another, and is usually smaller.

superscript [N-UNCOUNT-U6] Superscript is a setting or style in which a letter, number, or symbol is printed above and to the side of another, and is usually smaller.
Career Paths: Art and Design is a new educational resource for art and design professionals who want to improve their English communication in a work environment. Incorporating career-specific vocabulary and contexts, each unit offers step-by-step instruction that immerses students in the four key language components: reading, listening, speaking, and writing. Career Paths: Art and Design addresses topics including fundamentals of drawing, photography, digital editing, web design, and career options.

The series is organized into three levels of difficulty and offers a minimum of 400 vocabulary terms and phrases. Every unit includes a test of reading comprehension, vocabulary, and listening skills, and leads students through written and oral production.

Included Features:
- A variety of realistic reading passages
- Career-specific dialogues
- 45 reading and listening comprehension checks
- Over 400 vocabulary terms and phrases
- Guided speaking and writing exercises
- Complete glossary of terms and phrases

The Teacher's Guide contains detailed lesson plans, a full answer key and audio scripts. The audio CDs contain all recorded material.