



Иностранный язык в профессиональной коммуникации (английский язык).dor_МАГ(1/2) Дизайн_23-040-М_230925

- 1 ... is a very ancient art that has evolved over many centuries from rock paintings to the latest trends.
- 2 Match the art types with their subtypes:
- 3 ... means multicolor coloring or the multicolouricity of the material in architecture, sculpture, or decorative art.
- 4 ... is the creation of new cities or reconstruction of old ones.
- 5 ... is an avant-garde movement that uses simple forms and excludes any associations
- 6 Match descriptions of art movements with their names:
- 7 The term ... was coined by Robin van den Akker and Timoteus Vermeulen:
- 8 Put the words in order to make a sentence:
- 9 A ... develops as an event, rather provoked than organized, but initiators of an action necessarily involve an audience in it.
- 10 Pop-art as an art movement first emerged in the ...
- 11 The types of landscape architecture are ... (select 3 correct answers)
- 12 Match the movements with artists representing them:
- 13 ... is the art of post-war Italy, which struggled with post-war pessimism
- 14 Put the words in order to make a sentence:
- 15 Another name for ... is photorealism:
- 16 The first Young British Artists exhibition took place in ...



17 ... is one of the most common techniques of modern art, consisting in the fact that an object of industrial production breaks out of its usual household environment and is exhibited in an exhibition hall.

18 ... is NOT an abstract painting type:

19 ... is a trend in contemporary art where people work with living tissues, bacteria, living organisms and life processes.

20 Put the words in order to make a sentence:

21 Put the words in order to make a sentence:

22 Read the text below and answer the question: ... is a form of art, a method of drawing where an artist follows a pre-planned route to create a large-scale image or text on a map. Artists usually walk, run or cycle along the route. Cars, vans and even airplanes can also be used to create large pieces. In a modern technological society, satellite navigation has become a fashionable hobby that is gaining popularity; this way virtual global graffiti is created. Question: What art form is meant here?

23 Management in the field of culture was actively developed in the ...:

24 Put the words in the correct order to form a sentence:

25 An ... should be understood as a production of various show programs, concerts, festivals, release of specialized publications, organization of fashion shows, art exhibitions, sale of CDs, video clips, etc.

26 Match the art manager's functions with the activities that they cover:

27 The ... function involves implementation of research to identify age, social and group interests of an audience, segments and its main consumers, positioning a subject of creative activity and art product, stimulating promotion of artistic and creative products to a market.

28 Put the words in the correct order to form a sentence:

29 A professional managerial culture of a manager of social and cultural activities is formed on the basis of a variable combination of these two types of knowledge (Select 2 correct answers):

30 ... is an ability to see potential in any artist and use it in their own and his interests:

31 The ... function is NOT a function of an art manager ... :



- (32) The commercial function of an art manager does NOT include ...
- (33) Read the text below and answer the question: You are discussing art management with a colleague. His opinion is that any manager with good experience can become an art manager – that there's really nothing specific about being an art manager, it's all about generic communication skills. You, however, disagree. Question: What would serve as a good argument to prove your point of view?
- (34) ... is the ability to generate unusual ideas, deviate from traditional patterns of thinking, and quickly solve problem situations.
- (35) Among Gilford's hypothetical intellectual abilities there are the following ones: ... (Select 3 correct answers):
- (36) Match parameters that characterize creativity with their definitions:
- (37) Put the words into the correct order to form a sentence:
- (38) One of the benefits of creative thinking is ...
- (39) Put the words into the correct order to form a sentence:
- (40) Match a benefit of creative thinking skills with its description:
- (41) ... are the methods or approaches you might use when trying to solve a problem differently and explore a fresh perspective.
- (42) ... is NOT an example of a creative thinking skill:
- (43) Deploying ... thinking means using reasoning or non-traditional logic to find an indirect or out-of-the-box approach to solving a problem.
- (44) Read the text below and answer the question: You've got a challenge at work: increase revenue. At first you thought that it's better to hire new salespeople, review performance of the existing ones and try to get more sales. But then, applying your creative thinking skills, you realized that there are many more options than that, starting from finding new external partners and affiliates to engaging more with existing customers and decreasing churn. Question: What creative thinking skills did you employ?
- (45) ... is a means of conveying data and communicating information by using various visual mediums
- (46) Match these types of visual communication with their descriptions:



47 ... are often used during the Onboarding process and mapping out communication lines in a company.

48 ... is a blessing for users and audience as it shows how to move around unfamiliar platforms and to make people communicate visually more effectively

49 Visual communication can be used in the following ways: (Select 3 correct answers)

50 Put the words into the correct order to form a sentence:

51 Put the words into the correct order to form a sentence:

52 ... is not an example of visual communication:

53 ... is used to streamline and manage ideas and tasks. Sticky notes and cards are often used to display specific processes and show every stage in that process.

54 A ... is an item of illustrative matter, such as a film, slide, or model, designed to supplement written or spoken information so that it can be understood more easily

55 Read the text below and answer the question: You are a creative director at a large advertising agency. You're currently expanding and looking for new designers to join your team. This time you need someone who can convey messages with eye-catching images or design concepts and use visual stimuli to persuade the audience to do or feel something. This person needs to have great analytical and communication skills as well as creativity. Question: What is the name of this job position?

56 Match these types of visual communication with their descriptions:

57 Put the 4 Ps in the correct order:

58 A ... is a service or goods a company intends to distribute. Its goal is to fill a gap in the market or meet consumer demand for a greater amount.

59 The two main types of marketing are ... (Select 2 correct answers):

60 ... is a type of traditional marketing that involves hosting or attending events to promote a product or service. It can include trade shows, conventions, and more.

61 ... marketing refers to any type of marketing that is done online.



62 ... is NOT a type of online marketing:

63 ... marketing is a type of marketing that focuses on attracting customers to a business through various means. It can include street performances, flash mobs, and more.

64 ... marketing is a type of marketing that uses unconventional methods to reach the target audience.

65 Put words in the correct order to form a sentence:

66 Match types of print media to their means:

67 Read the text below and answer the question: You are a social media manager at a small business and you've just recently been hired. Starting a new job is always hard but this time it's even harder because your boss thinks that the social media accounts of the company are already doing great. The previous social media manager has done the bulk of the work and managed to get the account up to 50k followers. However, engagement rates are low and there are next to no sales from that social media. Question: What has gone wrong with the social media strategy?

68 ... content can be created, viewed, distributed, modified, listened to, and preserved on an electronics device

69 ... defines any data represented by a series of digits.

70 Digital media often contrasts with ... media, such as books, newspapers and magazines.

71 Advantages of digital media over traditional media are ... (Select 3 correct answers):

72 Put words in the correct order to form a sentence:

73 Match digital media trends with their explanations:

74 A(n) ... is responsible for planning and executing marketing campaigns online.

75 Put words in the correct order to form a sentence:

76 The ... industry uses digital media to promote athletes, teams, and events.

77 Examples of virtual reality platforms are ... (Select 2 correct answers):



78) Read the text below and answer the question: You are creating a new digital media strategy for your company and are looking at types of digital media solutions available to you. What you need is a place where you can freely share your content that you create yourself. Question: What do you call that type of digital media solution?

79) The types of landscape architecture are ... (select 3 correct answers)

80) Match the movements with artists representing them:

81) ... is the art of post-war Italy, which struggled with post-war pessimism

82) Put the words in order to make a sentence:

83) Another name for ... is photorealism:

84) The first Young British Artists exhibition took place in ...

85) ... is one of the most common techniques of modern art, consisting in the fact that an object of industrial production breaks out of its usual household environment and is exhibited in an exhibition hall.

86) ... is NOT an abstract painting type:

87) ... is a trend in contemporary art where people work with living tissues, bacteria, living organisms and life processes.

88) Put the words in order to make a sentence:

89) Art management was first developed in ...:

90) In its most general form, ... is presented as the science and art of winning, the ability to achieve goals using labor, behavioral motives, and the intellect of people.

91) Match the names of art forms with their examples:

92) ... can be defined as professional management of a process of creating artistic values (material and spiritual), promoting results of creative activity of authors, directors, performers and organizational efforts of an organization's staff to a market of cultural services.

93) The term “project” from Latin in literal translation means ...:



- (94) Match the articles of the Code of Ethics with the names of the sections where you could find these articles:
- (95) The financial aspect of the work of an art manager includes ... (Select 4 correct answers):
- (96) Put the words in the correct order to form a sentence:
- (97) A ... must be paid (transferred) to an artist within a specified period, and costs must be itemized and presented in the form of accounts
- (98) ... is established by the Code of Ethics Association to govern resolution of conflicts and disputes.
- (99) Match the levels of creativity with their descriptions:
- (100) ... is the ability to approach a problem or challenge from a new perspective, alternative angle, or with an atypical mindset.
- (101) One of the benefits of creative thinking is ...
- (102) Building ... means that you can actively become better at understanding your colleagues, customers, and even your family and friends.
- (103) Put the words into the correct order to form a sentence:
- (104) ... is NOT an example of a creative thinking skill:
- (105) Match these creative thinking skills with their descriptions:
- (106) ... thinking is a method of processing, learning, and presenting information and concepts with visual assets such as images.
- (107) ... data might seem like a solely analytical skill, but it is another area where creative thinking can lead to productive, unexpected and transformative results.
- (108) ... is the ability to recognise existing or emerging patterns and make connections based on the patterns you have discerned:
- (109) Match these types of visual communication with their descriptions:
- (110) Put the words into the correct order to form a sentence:
- (111) Put the words into the correct order to form a sentence:



- (112) Match examples of visual communication with their definitions:
- (113) ... can be used to highlight important information, create contrast, or evoke emotions.
- (114) The benefits of using visual communication design in marketing are ... (Select 3 correct answers):
- (115) ... design is the use of images, typography, and space to create a visual representation of a message.
- (116) Visual mediums include ... (Select 3 correct answers):
- (117) ... is a cloud-based social media platform for creating strong visual communication content.
- (118) The ... of elements in a design is typically the same as their relative positioning on the page.
- (119) The final step in the marketing process is ..., which is how you will communicate your product to the world.
- (120) ... marketing refers to any type of marketing that is done offline.
- (121) Search engine ... involves improving visibility of a website in search engines. It includes techniques such as keyword research, link building, and more.
- (122) Match these types of marketing with their descriptions:
- (123) Put words in the correct order to form a sentence:
- (124) If a marketing campaign is not well executed, it may create a ... image of the brand.
- (125) 'M' in SMART, when applied to goals, means ...:
- (126) The limitations of marketing are ... (select 3 correct answers):
- (127) ... is a strategic process of creating messaging that will attract an audience to a company's product or services.
- (128) A quality that is needed for strengthening brand loyalty is to be consumer-...:
- (129) ... is any electronic media that can be stored, accessed, and manipulated using a computer.



130 ... is an example of digital media:

131 Put words in the correct order to form a sentence:

132 ... is NOT a type of digital media solutions:

133 ... media is one of the most popular digital media trends. This type of media allows people to connect with each other and share information.

134 Examples of data visualization platforms are ... (Select 2 correct answers):

135 Media design allows you to make a story about the corporate culture and history of the product rather than just another boring story, and make it into an interesting ...:

136 ... is the process of using digital media to promote a product or service.

137 ... is the development of digital content for publication on different sites and within different contexts.

138 Match these benefits of digital media with their descriptions:

139 Read the text below and answer the question: Your job is to create art (paintings or sculpture) for people's homes. One day a client comes to you and this is a brief they share: "I want to create a set of paintings for my apartment – a 3-bedroom apartment in the center of the city. I frequently host parties and I've got a lot of artist friends. I don't like classical images, I like to participate, to be in a dialogue with the art that I see." Question: What style will you choose for a set of paintings for this particular client?

140 Read the text below and answer the question: The 21st century is a century of change. The rapid innovations and the growing accessibility of technology have given artists more creative ways to bring their vision to life. The global pandemic, concern over climate change, and increasing political and social unrest have also given artists unique questions to tackle in their works. Question: What are the factors shaping the contemporary art of the 21st century?

141 Read the text below and answer the question: Provision of conceptual and creative, scenario, rehearsal, concert and touring activities of a performer or a creative team, development of a creative image of a project, a particular performer, group, development of scenography, costumes, emotional-figurative and musical solutions for projects and programs. Question: What function of an art manager is this?



(142) Read the text below and answer the question: You are managing a very popular artist who is currently touring internationally. From your network, you've heard that another manager is pursuing the same artist, actively trying to contact him – sending emails, gift baskets and various offers. Question: Which section of the Ethical Code of the Manager does this behavior violate?

(143) Read the text below and answer the question: You are trying to convince your boss to invite an outside consultant and hold a creative thinking workshop so you and your team can improve both professionally and personally. Your boss is skeptical about the benefits of creative thinking and wants you to outline them for him. Question: What are the benefits of creative thinking that you could suggest to your boss?

(144) Read the text below and answer the question: There's one colleague at work that always irritates you. He always comes up with crazy ideas and what's even worse – the boss seems to like his ideas, even though some of them are not really good ones and often fail. Still, everyone keeps encouraging this colleague. Question: What creative thinking skill could help you resolve this issue with your colleague?

(145) Read the text below and answer the question: You are tasked with a job to strengthen communication processes between two departments – marketing and sales. Your boss wants them to be aligned in terms of who does what and when. For the past few months, some tasks have fallen through so he is keen on fixing this issue. Question: What type of visual communication is best suited for this job?

(146) Read the text below and answer the question: You are working for a healthcare company and they've recently had a lot of feedback that their guidelines and instructions are very difficult to understand. That's why they decided to ask you to help them out and to design new materials. Question: This use of visual communication is called ...

(147) Read the text below and answer the question: You've decided to use print media as part of your media strategy. Your company is a healthcare company that markets to doctors: you gather them for offline workshops and that's where you market your goods. Question: What kinds of print media would be most suitable for your job?

(148) Read the text below and answer the question: Your marketing team launched a new campaign, according to the latest media strategy you've all created. However, at the end of it, the numbers didn't add up. It seems like there were too many resources wasted and that the ROI was really low. Question: What step of planning a media strategy did your team skip?



149) Read the text below and answer the question: You are working at a top publication in science. However, your readership numbers are falling and your users are saying that the texts are now too long and they lack clarity and could be better formatted. So as a designer you are tasked with adapting the texts to the modern audience and their habits.
Question: What are you going to do with the texts?

150) Read the text below and answer the question: You are responsible for the blog of your company. You are currently in the process of selecting content for it and deciding on the best medium that will help you not only share the ideas you have but also engage your target audience. You want something that will enable you to tell a story and really connect with them. Question: What type of content should you choose to reach your goals?

151) Оцените свою удовлетворенность качеством видеолекций данной дисциплины по шкале от 1 до 10, где 1 - полностью не удовлетворен(а), а 10 - полностью удовлетворен(а).

152) Насколько понятным для вас языком написаны конспекты и другие текстовые материалы?

153) На сколько материалы курса актуальны и применимы в вашей учебе или работе?

154) Оцените, насколько для Вас интересны материалы курса по шкале от 1 до 10, где 1 - совсем неинтересно, а 10 - я полностью погружаюсь в изучение материалов и чувствую сильную мотивацию к обучению.

155) Какова ваша общая удовлетворенность контентом курса?

156) Что бы вы предложили улучшить в контенте курса? (Выберите один или несколько вариантов ответа)

157) Насколько, по вашему мнению, тестирования соответствуют изученным материалам курса?