

PROGRAMMA SVOLTO 5 A TG

A.S. 2022 – 2023

Materia: INGLESE

Docente: *Roberta F. Spigaroli*

LIBRO DI TESTO: N. Saraceno, A. Sanità, A. Pope - *Images & Messages* - Ed. Edisco

Moduli-UU.DD:

MODULE 4: PACKAGING

UNIT 1 - HISTORY OF PACKAGING

- B .** Packaging: the Beginning
- C .** Modern Packaging

UNIT 2 - PACKAGING AND OVERPACKAGING

- A .** Packaging: Design and Labels
- B .** Overpackaging: Raising Awareness

UNIT 3 - NEW PACKAGING TECHNOLOGIES

- A.** Sustainable Packaging
- B.** LCA - Life Cycle Assessment
- C.** The Waste Hierarchy

MODULE 5: ADVERTISING IN THE DIGITAL AGE

UNIT 1 - DIGITAL COMMUNICATION AGE

- A.** Traditional Media and New Media
- B.** Digital and Analogue Photography
- C.** The New Dimension of Web 2.0
- D.** Advantages and Disadvantages of New Media

UNIT 2 - THE INTERNET AND ITS HISTORY

- A.** Who Invented the Computer ?
- C.** The Internet and the Web
- D.** World Wide Web
- E.** Browsers and Search Engines
- G.** Cookies

UNIT 3 - ONLINE ADVERTISING

- A.** Online Advertising and E-Commerce
- B.** Electronic Commerce
- C.** Security on The Internet
- D.** E-Commerce Tools
- E.** Create your own website
- F.** Find your own Job

MODULE 6: VISUAL ARTS

UNIT 1 - THE HISTORY BEHIND THE PICTURES

- A.** *"You push the Button and we do all the Rest"*
- B.** Eadweard Muybridge: What's in a Bet
- C.** Photojournalism and its Heroes - Henri Cartier-Bresson
- D.** Slightly out of Focus (Robert Capa, Gerda Taro)
- E.** When Photographers Make Things Happen (Lewis Hine)
- F.** Documenting the Bitter Years (Dorothea Lange)

UNIT 2 - THE SEVENTH ART

- A.** Adapting History and Literature into Films
- B.** Writing Compelling Screenplays
- C.** What a Director of Photography does

➤ **10 ore con docente madrelingua,**
in copresenza con la docente curricolare

Cremona, 7 Giugno 2023

Prof. Roberta Spigaroli