



Programma svolto a. s. 2023/2024

Classe / Indirizzo: **5BTG**

Materia: Inglese

Docente: Piccinelli Sara

L'elenco che segue è stato letto dal docente ai delegati della classe

Elenco dei contenuti

MODULE 3: Marketing

- Marketing
- Marketing goods and services
- Logos
- Packaging

MODULE 4: Advertising

- Social networks layout
- Web design and web advertising
- What is advertising?
- Consumerism and the consumer society
- Advertising categories and ethics
- Preparing an advertising campaign
- The language of advertising
- Colour, images, music and art in advertising
- Analysis of a printed ad
- Analysis of a video commercial

MODULE 5: Creative arts

- From photojournalism to photography activism
- The art of advertising photography
- Analyzing a photograph
- Great photographers
- What is a storyboard?
- Storyboards for commercials

MODULE 6: Big and small screen

- Films and film genres
- A very short history of cinema
- Analysis of a film
- Camera shots and camera movements
- Film directors (hints of: Expressionism, Neorealism, the Giants of French cinema, Stanley Kubrick, Xavier Dolan, Wes Anderson)
- A brief history of the small screen
- Genres of TV



MODULE 7: People and instruments

- The world of the web
- Screen software
- Building web pages and websites

Educazione Civica:

- “Le Istituzioni nazionali, sovranazionali e internazionali”
- Verso l’agenda ONU 2030: Obiettivi 16 e 17
- Brexit”

Cremona, 07/06/2024

Il docente
Sara Piccinelli