



Programma svolto a. s. 2023/2024

Classe / Indirizzo: 5CTG, TECNICO-GRAFICO

Materia: LINGUA INGLESE

Docente: FERRINI MICHELA

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

Elenco dei contenuti

1° Quadrimestre

LAYOUT

Typography

Printed layout

Digital layout

Social media layout

ADVERTISING

What is advertising?

Consumerism and the consumer society

Preparing an advertising campaign

Analysis of a printed ad

Analysis of a video commercial

INVALSI PREPARATION

2° Quadrimestre

INVALSI PREPARATION

CREATIVE ARTS

From photojournalism to photography activism

The art of advertising photography

Analysing a photograph

Great photographers

What is a storyboard?

Storyboards for commercials

BIG AND SMALL SCREENS

Films and film genres

A very short history of cinema

Analysis of a film

Great film directors

A brief history of the small screen

Genres of TV



PEOPLE AND INSTRUMENTS

The world of the web

Screen software

Building web pages and websites

CCremona, 11 giugno 2024

Il docente
Ferrini Michela