

实用美术英语

Practical Art English

2

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CONTENTS

Unit One

Animation	1
Background Information	1
Text A Animation	3
Text B the Global Animation Industry	10
Supplementary Reading Steve Jobs Baby-sat My Kids	17

Unit Two

Environmental Art	23
Background Information	23
Text A Environmental Art	23
Text B Residential Landscape Design	30
Supplementary Reading “Running the Numbers” Exhibit Portrays American Consumption through Art	38

Unit Three

Architecture	43
Background Information	43
Text A Beijing’s Siheyuan	44
Text B The Wonders of Italian Architecture	50
Supplementary Reading Architecture and Numbers	58

Unit Four

Interior Design	63
Background Information	63
Text A Chinese Interior Design Essentials	63
Text B Principles of Interior Design	70
Supplementary Reading What Does It Take To Be An Interior Designer?	77



Unit Five

Industrial Design	83
Background Information	83
Text A The Principles of Good Logo Design	84
Text B Understanding the Ipad's Industrial Design	90
Supplementary Reading Packaging	97

Unit Six

Graphic Design	101
Background Information	101
Text A Graphic Design and What You Should Know before You Start	103
Text B 7 Excellent Tips on Becoming a Great Graphic Designer	107
Supplementary Reading What Are Needed in Graphic Design	114

Unit Seven

Fashion Design	119
Background Information	119
Text A A Brief History of Fashion	120
Text B Louis Vuitton	128
Supplementary Reading A Few Fashion Tips For Teenage Guys	136

Unit Eight

Ceramics	141
Background Information	141
Text A Features in Blue and White Porcelain	141
Text B The Porcelain Capital: Jingdezhen	147
Supplementary Reading How to Identify Marks on Chinese Porcelain	153

Appendix Glossary	157
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Unit One

Animation

Background Information

The animation industry is a competitive field with a wide variety of possibilities. Most who are interested in breaking into animation need to start at the very bottom of the pack before they get a break. Talent is necessary and a degree with computer experience is helpful, but none are a guarantee of employment.

There are different types of jobs available in the animation industry. There are both 2-Dimensional (2-D) and 3-Dimensional (3-D) animation being produced, so there are jobs in drawing and computer animation. Storyboard artists turn scripts into pictures that lay out the basic storyline for the other animators. Layout artists design the background scenes behind the action. *

To begin a career in the animation industry, a degree is always a good idea. Art schools offer specialized degrees and coursework in animation. Computer skills are an absolute necessity. Students should look to take as many courses in computer illustration, art and animation as possible. A working knowledge of Hyper Text Mark-up Language (HTML) is extremely helpful as well.

Because of the great focus on computers, many believe that they only need to understand computer technology to be a successful animator, but that is not the case. The highest quality of computer animation involves an artist's eye and hand; skills can only be gained by the study of art. According to the greatest animation studios, there is no substitute for an artist's hand even in the age of technology. *

Anyone who wants to break into the animation industry should be prepared for some time doing menial labor before they are recognized. * There are a great many talented artists in the



market and only limited animator positions are open to them. Many great artists have to begin on the literal bottom rung of the ladder to prove themselves.

Someone with a degree will be excited to see that large animation studios often have openings for someone with a degree in animation. The new college graduate may be disappointed to find that the job involves tasks that hardly seem artistic, but these jobs can provide an important foot in the door. No animation studio is going to come knocking on a new graduate's door for a job, so persistence and hard work, even in doing a menial job, are the key to being recognized. *

Sometimes the jobs are specifically computer-based like dealing with data saves, checking disk space, and testing software. Others require knowledge of web-based animation and web design. For those lucky enough to get an actual animation job to begin with, the usual starter position is as an “inbetweeners (中间画动画师)”. These beginning animators fill in the blanks between key scenes by imitating other animators' drawings. It may not be the most glamorous (有魅力的) position in the animation industry, but it is a necessary task and one of the few starter positions that involves actual animation.

(480 words)

Notes

1. **Storyboard artists turn scripts into pictures that lay out the basic storyline for the other animators. Layout artists design the background scenes behind the action.**

【译文】分镜头台本绘制师将剧本转换成图片,从而为其他动画师拟定了基本故事情节。构图师负责设计动作后面的背景场景。

2. **According to the greatest animation studios, there is no substitute for an artist's hand even in the age of technology.**

【译文】在各大动画工作室看来,即使在技术时代里,也没有任何东西可以代替艺术家的巧手。

3. **Anyone who wants to break into the animation industry should be prepared for some time doing menial labor before they are recognized.**

【译文】任何人想要进入动画这一行,都要做好准备,在得到认可之前,做一段时间比较卑贱的工作。

4. **No animation studio is going to come knocking on a new graduate's door for a job, so persistence and hard work, even in doing a menial job, are the key to being recognized.**

【译文】对于刚毕业的学生而言,没有哪个动画工作室会把工作送上门来,所以坚持与勤奋是获得认可的关键,哪怕做的是卑贱的工作。



Text A

Animation



- ❶ What is animation? Animation is basically a type of an optical illusion. Hundreds of still images create motion by showing these one after the other. Animation is often used basically to entertain. However, some animated videos are used to express idea or even introduce new products. These are also used in many educational materials and are effective learning media. Animation is a form of art which has gained popularity and has been displayed in many highly celebrated film festivals all over the world.
- ❷ There are different types of animated videos. These include the classic animated videos, children's animated videos, modern animated videos, and many more. There are very popular animated videos which have received acclaim from award-giving bodies and films festivals throughout the world. Among these popular animated videos are *Ice Age: Dawn of the Dinosaurs**, *Up**, *Monsters vs. Aliens**, *The Princess and the Frog**, *A Christmas Carol**, and many more. Animated videos like *The Incredibles**, *The Lion King**, *The Cars**, *Batman: Mask of the Phantasm** have also received huge viewership from both the young and the young at heart.
- ❸ There are different types of animation techniques in order to create an animated video. There are computer generated animations and the more traditional animation technique. The traditional animation technique utilizes individually hand drawn still images. This was generally used during the 20th century. In the 21st century when computers became important aids in almost everything, artists began using animation software in producing animated videos.
- ❹ Creating animated videos is not only time consuming but also expensive and that is why these are done mostly by professional studios. However, with the release of cheap animation software, many independent animators are given the chance to produce their own animated videos in small studios with talented artists and animators. Computer generated animations are



quicker and less laborious than the traditionally produced animations.

- ⑤ Finally, animated videos either traditionally created or computer generated have captured the hearts of many animation lovers. Children cannot get enough of their dose of children animated videos. These are presented either to pure entertainment or as a learning media. Film goers also crave for more and more animated videos. These films touch practically every subject from funny stories, action animations, and classic tales to stories with historic importance. More and more independent animators have created hundreds and hundreds of short animated videos inspired by the popular animated films which enjoyed large number of patronage all across the globe. Relax, grab an animated video. Whether you want to be tickled with funny animated videos or get sentimental with classic animated videos, whatever you fancy, animated videos are there to entertain you.
- ⑥ Animation can be produced in two ways. The first one is by creating a series of cartoon frames, which are later combined into the film. In the second method physical models are used, with the images recorded. Before the invention of computers for animation, all animation was done manually. Each second of animation video contains about 24 frames. It needs such a large amount of work and time to create even the shortest animation video.
- ⑦ The drawing and painting is done by multiple persons due to the large amount of work that has to go while making an animation video. An animation video can be about 2 hours long which equates to about 175,000 frames.
- ⑧ The art of creating movement in images with computer is known as computer animation. Computer animation unites programmed movements with flat or modeled objects. The two main types of animation softwares are 2D animation software and 3D animation software. 2D animation software is mainly created with flash software. The scenes and drawing are created manually and are scanned into the computer and then are manipulated in flash software. In 3D animation software every object is created on a wire frame model that contours to the shape drawn.
- ⑨ The first animated film *Gertie the Dinosaur*^{*} was released in February 1914, at the palace theater in Chicago. This animated video contained about 10,000 drawings with background. It is considered as the first successful animated video cartoon.
- ⑩ When we think of animation, one name comes in our mind — “Walt Disney”. Walt Disney production has created many milestones in the field of animation. Walt Disney has given us many unforgettable animated movies such as *Snow White and the Seven Dwarfs*^{*}, *Mickey Mouse*, *Cinderella*^{*}, *Winnie the Pooh*^{*} and many more. Walt Disney has the major role in the development of animation videos.

(758 words)



New Words and Expressions

(有[△]标记的为三级大纲以外词汇)

- animation**[△] [ˌæniˈmeɪʃən] *n.* 动画片, 动画片制作
- basically** [ˈbeɪsɪkəli] *adv.* 基本上, 主要地
- optical**[△] [ˈɒptɪkəl] *adj.* 视觉的, 光学的
- illusion**[△] [ɪˈluːʒən] *n.* 错觉, 幻觉
- still** [stɪl] *adj.* 静止的, 不动的
- celebrated** [ˈselɪbreɪtɪd] *adj.* 著名的; 声誉卓著的
- acclaim**[△] [əˈkleɪm] *n.* 喝采, 欢呼, 赞同
- dawn** [dɔːn] *n.* 黎明, 曙光, 开端
- dinosaur** [ˈdaɪnəsɔː] *n.* 恐龙
- monster** [ˈmɒnstə] *n.* 怪物, 恶人
- alien**[△] [ˈeɪliən] *n.* 外国人, 外星人
- Batman** [ˈbætɪmən] *n.* 蝙蝠侠
- phantasm**[△] [ˈfæntæzəm] *n.* 幻像, 幻影
- viewership**[△] [ˈvjʊːəʃɪp] *n.* [总称] 电视观众
- aid** [eɪd] *v.* 辅助, 援助
- time consuming** [ˈtaɪm] [kənˈsjuːmɪŋ] *adj.* 耗费时间的
- talented** [ˈtæləntɪd] *adj.* 有才能的, 有天赋的
- generate** [ˈdʒenəreɪt] *vt.* 产生, 发生, 引起
- laborious**[△] [ləˈbɔːriəs] *adj.* 艰苦的, 费劲的
- dose** [dəʊs] *n.* 剂量
- film goer** 电影迷
- crave**[△] [kreɪv] *v.* 渴望, 热望
- patronage**[△] [ˈpætrənɪdʒ] *n.* 赞助, 光顾
- grab** [græb] *v.* 抓住; 攫取
- tickle**[△] [ˈtɪkl] *vt.* 使发痒, 逗乐
- sentimental**[△] [ˌsentiˈmentl] *adj.* 感伤的, 多愁善感的
- fancy** [ˈfænsɪ] *vt.* 想象; 希望
- frame** [freɪm] *n.* 帧, 框
- unite** [juˈnaɪt] *vt.* 联合; 合并; 统一
- manually** [ˈmænjʊəli] *adv.* 用手, 手动地
- equate**[△] [ɪˈkweɪt] *v.* 同等看待, 等同
- scan** [skæn] *vt.* 扫描, 浏览



实用美术英语

wire frame model 线框模型

contour[△] ['kɒntʊə] vt. 画轮廓 (画等高线)

milestone ['maɪlstəʊn] n. 里程碑

Notes

1. ***Ice Age: Dawn of the Dinosaurs***: 《冰河世纪3:恐龙的黎明》,于2009年7月1日上映,是“冰河世纪”系列的最新一部。该系列前两集的全球票房加起来高达12亿美元。《冰河世纪3》由奥斯卡提名得主 Carlos Saldanha 执导,他曾独立执导《冰河世纪2》,并联合执导过《冰河世纪1》。
2. ***Up***: 《飞屋环游记》,是2009年皮克斯动画工作室第十部动画电影及首部3D电影。影片讲述的是78岁的卡尔老先生,为了信守对爱妻的承诺,决心带着他与妻子艾利共同打造的房屋一飞冲天的动人故事。
3. ***Monsters vs. Aliens***: 《怪兽大战外星人》,导演是罗伯·莱特曼/康拉德·弗农,以上世纪50年代的众多怪兽、外星人入侵电影为蓝本,并采用了最新的数字3-D立体电影技术。和迪士尼等其他公司把普通版转制成立体版的做法不同,梦工厂是直接制作立体版。
4. ***The Princess and the Frog***: 《公主与青蛙》是一部由沃尔特·迪士尼影片于2009年制作的第49部经典动画长片电影。
5. ***A Christmas Carol***: 《圣诞颂歌》改编自查尔斯·狄更斯创作于1843年的同名小说。是迪士尼公司拍摄的第三部改编自狄更斯的《圣诞颂歌》的影片。前两部是1983年的《米奇的圣诞颂歌》和1992年的《木偶圣诞颂》。
6. ***The Incredibles***: 《超人总动员》,皮克斯动画工作室制作,迪士尼发行的第六部长篇电脑动画。本片由布莱德·博得(Brad Bird)导演,Michael Giacchino 配乐,于2004年上映。获第77届奥斯卡最佳动画片奖。
7. ***The Lion King***: 《狮子王》,1994年6月15日在美国首次上映,迪士尼公司的第32部经典动画长片。
8. ***The Cars***: 《汽车总动员》是一部由皮克斯动画工作室制作的一部动画电影,讲述的是一辆名叫“闪电麦坤”的赛车在为赶往加州参加比赛的路上,误打误撞闯入已经被废弃的66号公路旁一个貌不惊人的陌生小镇,横冲直撞的他毁了镇民不少财产,为了尽快上路,麦坤不得不答应做义工,和小镇居民打成一片的故事。
9. ***Batman: Mask of the Phantasm***: 《蝙蝠侠大战幻影人》,讲述黑夜之神蝙蝠侠锄强扶弱、除恶惩奸,保护葛咸城市民安危的故事。导演:埃里克·拉多姆斯基;布鲁斯·蒂姆,配音主演:凯文·康瑞;达娜·德拉尼。影片发行公司:华纳家庭视频公司,1993年12月上映。
10. ***Gertie the Dinosaur***: 《恐龙葛蒂》,该片是美国动画电影之父 Winsor McCay 在1914年的



作品,在2006年的Annecy国际动画电影节上评选出的“动画的世纪100部作品”名列第一。

11. ***Snow White and the Seven Dwarfs***:《白雪公主》,也称《白雪公主和七个小矮人》,是世界电影史上第一部长动画片,根据格林童话改编,迪斯尼公司出品。
12. ***Cinderella***:《灰姑娘》,又译为《仙履奇缘》,是迪士尼经典动画。
13. ***Winnie the Pooh***:《小熊维尼》,首次出现在1925年12月24日,漫画刊登于伦敦晚报,身高55厘米,它是一头可爱的小熊,全身毛茸茸的。1966年小熊维尼第一部迪士尼影片《小熊维尼与蜂蜜树》(*Winnie the Pooh and the Honey Tree*)发行。

Comprehension

Give brief answers to the following questions, using your own words if possible.

1. What is animation? For what purposes can animation be used?
2. What do you know about the different types of animated videos?
3. What is your favorite animated video? Why do you like it so much?
4. Why are animated videos mostly made by professional studios? What do you know about independent animators?
5. What are the two ways in which animations can be produced?
6. Why is Walt Disney so important in the history of animation?

Vocabulary

There are 10 incomplete sentences in this part. For each sentence there are four choices marked A), B), C) and D). Choose the one answer that best completes the sentence.

1. Telescopes and microscopes are _____ instruments.
A) optical B) optional C) typical D) personal
2. _____ water runs deeply.
A) Also B) Yet C) Still D) Few
3. Venice is _____ for its beautiful buildings.
A) celebrated B) celebrating C) celebration D) to celebrate
4. His many movies have received _____ from award giving bodies and films festivals throughout the world.
A) claim B) exclaim C) acclaim D) proclaim
5. Preparing for the test is not only time _____ but also expensive.
A) cost B) consumed C) costing D) consuming



6. You _____ me by playing the piano so beautifully.
A) inspired B) insisted C) instructed D) inspected
7. I realized he accepted my suggestion for purely _____ reasons.
A) sensitive B) sentimental C) sensible D) sense
8. The school offers many _____ training courses, among which paper-cutting is the most popular.
A) mental B) psychological C) philosophical D) manual
9. She _____ his face to see if he was telling the truth.
A) scanned B) skipped C) skimmed D) scolded
10. The film proved to be a _____ in the history of cinema.
A) kilometer B) mark C) milestone D) milometer

Cloze

Choose the right word from the list given below for each blank and then read the passage aloud.

realistic interacting eyes situations extends
oversized examples indicate express displayed

Some animators prefer to use 1 representations of their characters, but more often the animation leans toward wildly exaggerated characters. One common example is the 2 eyes of many characters in the animation, drawn in a way so the 3 express a range of emotions that the rest of the face would not be able to do as easily or as universally. Other 4 include the sometimes unrealistically bright color of a character's hair and changes in body proportions to 5 age, status or personality.

The exaggeration in Japanese animation 6 to the movements of characters. In many cases, the gestures and body language of characters are 7 as a standardized pose that has become a cliché for the emotion or response it is meant to 8 . Props or visual tricks — such as a single, large bead of sweat — are used in comical 9 to define how characters are 10 without the need for extended dialog.

Translation

1. Listed below are five sentences chosen from Text A. Please translate them into Chinese.

- 1) Animation is a form of art which has gained popularity and has been displayed in many highly celebrated film festivals all over the world.



2) Creating animated videos is not only time-consuming but also expensive and that is why these are done mostly by professional studios.

3) In the 21st century when computers became important aids in almost everything, artists began using animation software in producing animated videos.

4) More and more independent animators have created hundreds and hundreds of short animated videos inspired by the popular animated films which enjoyed large number of patronage all across the globe.

5) The drawing and painting is done by multiple persons due to the large amount of work that has to go while making an animation video.

2. Translate the following sentences into English, using the expressions given in the brackets.

1) 他是一位非常优秀的画家,作品在许多著名的美术馆(art gallery)展出。(display; highly celebrated)

2) 选择一种合适的电脑软件,不仅可以节约时间,而且还有助于提升作品的质量。(... not only... but also...)

3) 二十一世纪,做任何事情几乎都离不开互联网的帮助,年轻人甚至通过在线聊天(online chatting)找到了那一位。(when)

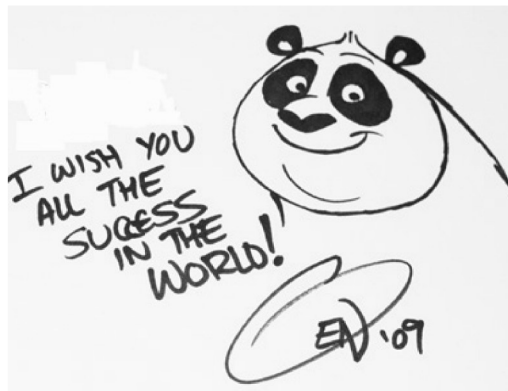
4) 当我们想到日本动画的时候,一个名字浮现在我们脑际:宫崎骏(Miyazaki Hayao)。(think of, come in one's mind)

5) 父亲的话让我受到启发,我开始创作自己的动画视频。(inspired)



Text B

The Global Animation Industry



- ① The business of animation can be divided into two major enterprises: production and distribution. Production involves the development, financing and creation of animated content. Distribution involves the domestic and international marketing, licensing, promotion, physical reproduction, delivery and exhibition of that content. An animation distributor will typically license the rights to theatrical and broadcast exhibition, non-theatrical markets (such as educational markets, where applicable), home video (including DVD), cable channels and video-on-demand. Additional rights are licensed for soundtracks, games, toys, publications and other ancillary merchandise.
- ② As a keystone of the global entertainment industry, animation is experiencing rapid development worldwide, with a compelling slate of multi-cultural intellectual property. Products originating outside the United States are gaining distribution and finding financial success in the North American market and elsewhere, something that was rare a decade ago. The global nature of the animation business is particularly notable in the television industry, where co-productions are the norm. Licensing and financing considerations have made international co-productions and sales essential for producers seeking to maximize revenue streams. Interestingly, while the United States remains dominant in the realm of animated features, the U.S. market is considered secondary for certain television properties with strong international sales.
- ③ The global animation industry lies mainly in the U.S., Europe, Japan and South Korea, with China and India rising to prominence. Nevertheless, one may point to almost any country in the world for notable developments in animation within the last decade. The United States is the undisputed leader on the world animation stage. In the U.S. and Europe, the animation industry is worth billions of USD annually in intellectual property and related ancillary



products. Canada is a main provider of global television production, with many co-production deals, a precedent of government support, and a track record of influential talent in animation studios around the world. In contrast, South America imports most of its animation content from the U.S., Europe and Japan.

- ④ As a major animation exporter, Japan has a precise industry chain and a mature operating mechanism. Japan's animation industry ranks highly in the national economy, and the output value of Japanese animation products exceeds that of steel. Anime has a market value of nearly \$2.5 billion USD in the United States alone, with global merchandising worth almost \$5 billion USD. South Korea is second only to the U.S. and Japan in the output value of its animation industry, which has become one of the six "pillar industries" in South Korea's national economy. Mainland China, too, is aggressively building an animation industry with widespread state support. While lacking China's level of government intervention, the animation industry in India benefits from production costs that are lower than almost any other country in the world.
- ⑤ Similarly, Spain offers the lowest production costs of any European country, while still maintaining a good quality level, most recently exemplified by *The Missing Lynx* *. The United Kingdom has a strong industry and audience for children's animated television and DVD, while Germany is Europe's third largest animation producer and largest TV market. France is the most prolific animation producer in Europe, with a strong system of government subsidies and tax breaks. Like China, France features strict quotas and regulations on foreign participation, which have alternately helped and hurt their animation industry. Eastern Europe, with a distinguished record of artistic achievement, is gradually catching up to the rest of the world in commercial animation production. So is the Middle East, with Israel taking a leading role. Finally, it is worth noting that Africa's first animated feature film production, *The Legend of the Sky Kingdom* * was released in 2002.
- ⑥ Around the world, independent animation has blossomed with the advent of digital technology and in response to the conventions of major studio filmmaking. With the increase in theaters, television channels and the use of digital satellites, the rapid growth of the Internet and a wide variety of other new technologies (including the latest advances in stereoscopic and large-format projection), distributors and programmers in nearly every country require more content than ever to fill consumer demand. China is a prime example of this phenomenon.
- ⑦ According to the recently released Chinese Animation Industry Development Report 2011, China's first authoritative report on the animation industry, China has surpassed the United States, Japan and South Korea to become the largest animation producer in terms of



the annual output of animation works, though, as is pointed out by some insiders, it still has a long way to go in terms of the quality of its animation works.

(751 words)

New Words and Expressions

(有[△]标记的为三级大纲以外词汇)

- enterprise** ['entəpraɪz] *n.* 企业, 事业
- distribution**[△] [ˌdɪstrɪ'bjuːʃən] *n.* 分布, 分发
- financing** [faɪ'nænsɪŋ] *n.* 融资, 资金供应
- domestic**[△] [də'mestɪk] *adj.* 家庭的, 国内的
- license** ['laɪsns] *n.* 许可证, 执照, 特许 *vt.* 发许可证给, 特许
- theatrical** [θɪ'ætrɪkl] *adj.* 剧场的; 夸张的
- promotion**[△] [prə'məʊʃən] *n.* 提升, 促进, 晋升, 促销
- delivery**[△] [dɪ'lɪvəri] *n.* 传递, 交付, 递送
- exhibition** [ˌeksɪ'bɪʃən] *n.* 展览, 展示
- additional** [ə'dɪʃənəl] *adj.* 附加的, 额外的
- soundtrack**[△] ['saundtræk] *n.* 声道, 电影配乐, 电影原声带
- publication**[△] [ˌpʌblɪ'keɪʃən] *n.* 出版, 发行, 出版物
- ancillary**[△] [æn'sɪləri] *adj.* 辅助的, 附属的
- merchandise**[△] ['mɜːtɪʃəndaɪz] *n.* 商品, 货物 *v.* 推销; 销售; 经营
- keystone**[△] ['kiːstəʊn] *n.* 基础, 重点
- global** ['gləʊbəl] *adj.* 全球性的, 总的
- compelling**[△] [kəm'pelɪŋ] *adj.* 引人注目的, 令人信服的
- slate**[△] [sleɪt] *n.* 候选人名单
- property** ['prɒpəti] *n.* 财产, 所有物, 地产
- originate**[△] [ə'ɪdʒɪneɪt] *v.* 发起, 开始, 起源
- notable**[△] ['nəʊtəbl] *adj.* 显著的, 著名的
- norm**[△] [nɔːm] *n.* 规范, 标准
- maximize** ['mæksɪmaɪz] *v.* 使增至最大限度
- revenue**[△] ['revənjuː] *n.* 收入, 收益
- revenue stream** 收入来源
- dominant**[△] ['dɒmɪnənt] *adj.* 主要的, 占优势的, 显性的
- realm**[△] [relm] *n.* 领域, 王国
- precedent**[△] ['presɪdənt] *n.* 先例, 惯例
- exporter** [ek'spɔːtə] *n.* 出口商; 输出国



precise [pri'saɪs] *adj.* 精确的; 恰好的
import ['ɪmpɔ:t] *vt.* 输入, 进口
mature [mə'tjʊə] *adj.* 成熟的 *vi.* 成熟
mechanism ['mekənɪzəm] *n.* 机制, 原理
rank [ræŋk] *v.* 排列, 分等级
exceed [ik'si:d] *vt.* 超过, 超出
pillar[△] ['pɪlə] *n.* 柱子, 支柱
aggressively[△] [ə'gresɪvli] *adv.* 侵略地, 攻击地
intervention[△] [ˌɪntə'venʃən] *n.* 介入, 干预
maintain [meɪn'teɪn] *vt.* 维持, 维修
prolific[△] [prə'lifɪk] *adj.* 多产的, 作品丰富的
exemplify[△] [ɪg'zemplɪfaɪ] *vt.* 例证
subsidy[△] ['sʌbsɪdɪ] *n.* 津贴, 补助金
tax break *n.* 减税优惠
quota[△] ['kwəʊtə] *n.* 限额, 配额
alternately[△] ['ɔ:lteɪnɪtli] *adv.* 交替地, 隔一个地
distinguished[△] [dɪ'stɪŋɡwɪʃt] *adj.* 卓越的, 尊敬的
release [rɪ'li:z] *vt.* 释放, 让与, 准予发表
blossom ['blɒsəm] *vi.* 开花; 成长
advent ['ædvent] *n.* 出现; 到来
in response to 回应; 因为
stereoscopic[△] [ˌsterɪə'skɒpɪk] *adj.* 立体镜的, 有立体感的
prime [praɪm] *adj.* 最好的, 首要的, 典型的
authoritative[△] [ə'θɔ:ri,teɪtɪv] *adj.* 权威性的, 命令式的
surpass[△] [sə'pɑ:s] *vt.* 超越, 胜过
annual ['ænjʊəl] *adj.* 每年的, 年度的
insider[△] [ɪn'saɪdə] *n.* 局内人, 知情人

Notes

1. **The Missing Lynx**: 《消失的天猫座》, 2009年戈雅奖最佳动画长片; 2009年圣迭哥拉丁电影节最佳影片; 2008年西班牙 Animacor 国际动画电影节特别奖。这部西班牙语动画由 Manuel Sicilia 和 Raul Garcia 联合执导 (片名在英语国家被译为“消失的天猫座”)。源自 Antonio Banderas (西班牙影星安东尼奥·班德拉斯) 的大力支持, 虽然他并没有在片中配音。故事讲的是一个亿万富翁异想天开, 准备建一座新的“诺亚方舟”, 于是他雇了一个猎人抓来很多动物。故事跟随动物们勇敢地试图逃出猎人的魔爪, 挫败他阴险的计划,



使小伙伴们重获自由……

2. **The Legend of the Sky Kingdom**: 《天空王国的传奇》, 由津巴布韦制作完成, 是该国也是非洲的第一部动画电影, 根据同名儿童文学作品改编, 该书作者菲尔卡·尼汉姆(Phil Cunningham)同时也是影片的制片人, 该片于2003年10月在德班国际电影节首映。

Comprehension

The following questions are based on Text B. Read through them and choose the best from the four possible answers.

1. Production of animation includes all the following aspects EXCEPT _____.
A) financing B) development C) marketing D) creation
2. Which of the following statements is FALSE?
A) Animation is a keystone of the global entertainment industry.
B) Properties from the United States are becoming more and more popular.
C) International co-productions and sales are required for producers to maximize their profit.
D) The U.S. market is no longer considered to be of the greatest importance for some television properties.
3. The global animation industry lies mainly in all the following areas EXCEPT _____.
A) U.S. B) Japan C) North Korea D) Europe
4. South America imports most of its animation products from all the following areas EXCEPT _____.
A) South Korea B) U.S. C) Europe D) Japan
5. Which of the following statements about Japan is FALSE?
A) Japan is an important animation exporter.
B) Japan has a precise industry chain and a mature operating mechanism concerning animation.
C) Japan's animation industry means a lot to the national economy, with the output value of Japanese animation products second only to that of steel.
D) Japan beats South Korea in the output value of its animation industry.
6. The development of India's animation industry mainly results from _____.
A) government intervention B) a mature operating mechanism
C) lower production costs D) a precise industry chain
7. Which of the following statements is TRUE?
A) The production costs of animation in Spain are the lowest though much is needed to be done in terms of the quality.
B) The United Kingdom is Europe's third largest animation producer and largest TV market.
C) Germany has a strong industry and audience for children's animated television and DVD.



- D) Like China, France features strict quotas and regulations on foreign participation, which turns out to be a two-edged sword for the development of their animation industry.
8. Which of the following statements is TRUE?
- A) “The Legend of the Sky Kingdom”, released in 2002, was the first animated film production in Israel.
 - B) Israel takes a leading role in the development of animation in Arabian countries.
 - C) “The Missing Lynx”, an animated feature of good quality, was a product from Spain.
 - D) Eastern Europe, with little artistic achievement, is somehow catching up to the rest of the world in commercial animation production.
9. Distributors and programmers in nearly every country require more content than ever to fill consumer demand owing to all of the following factors EXCEPT _____.
- A) the increase in theaters, television channels
 - B) the rapid growth of the Internet and a wide variety of other new technologies
 - C) the use of digital satellites
 - D) a strong system of government subsidies and tax breaks
10. Which of the following statements is TRUE?
- A) China has become the largest animation producer in terms of the annual output of animation works.
 - B) China still has a long way to go to become the largest animation producer in terms of the annual output of animation works.
 - C) China has surpassed the United States, but not Japan and South Korea.
 - D) China still has a long way to go in terms of the quantity of its animation works.

Vocabulary

There are 10 incomplete sentences in this part. For each sentence there are four choices marked A), B), C) and D). Choose the one answer that best completes the sentence.

1. They could not agree about the _____ of the profits.
A) contribution B) composition C) distribution D) discussion
2. My husband loves adventurous life while I enjoy a more peaceful _____ life.
A) domestic B) risky C) international D) internal
3. This year’s sales _____ haven’t been very successful.
A) movements B) progresses C) processes D) promotions
4. The quality of _____ isn’t very good on this recording.
A) productivity B) reproduction C) reduction D) production
5. The book is ready for _____.



- A) publication B) release C) publicity D) exposure
6. This intervention in another nation's affairs has set a _____ which we hope other countries will not follow.
- A) president B) precedent C) resident D) example
7. Human beings have been trying every means to _____ the balance of nature.
- A) entertain B) contain C) obtain D) maintain
8. Generally speaking, men _____ women in strength, but not always in intelligence.
- A) admire B) surpass C) surround D) acquire
9. This young fashion designer is rising to _____.
- A) poverty B) promise C) prominence D) protection
10. It was a bad year for films, _____ both quantity and quality.
- A) in terms of B) no matter C) in spite of D) whether

Cloze

Choose the right word from the list given below for each blank and then read the passage aloud.

from means like promote but
distribution cover suit as well as as for

"For Chinese animation to develop, we should 1 the idea of pan-animation, which 2 that all the links, ranging from the animation production to 3 , should be integrated," said Song Qihui, of the cultural market division of the Ministry of Culture.

"A complete industrial chain should 4 traditional sectors 5 publication, garment, toys, 6 emerging sectors such as animation design, games and development," said Song.

 7 the profit model, China can learn 8 the U.S. and Japan, 9 more importantly, "it should 10 China's culture and national conditions," said Song.

Translation

1. Listed below are five sentences chosen from Text B. Please translate them into Chinese.

- 1) Products originating outside the United States are gaining distribution and finding financial success in the North American market and elsewhere, something that was rare a decade ago.

- 2) Interestingly, while the United States remains dominant in the realm of animated features, the U.S. market is considered secondary for certain television properties with strong



international sales.

- 3) Japan's animation industry ranks highly in the national economy, and the output value of Japanese animation products exceeds that of steel.
-

- 4) Finally, it is worth noting that Africa's first animated feature film production, "The Legend of the Sky Kingdom" was released in 2002.
-

- 5) China has surpassed the United States, Japan and South Korea to become the largest animation producer in terms of the annual output of animation works.
-

2. Translate the following sentences into English, using the expressions given in the brackets.

- 1) 现在,越来越多的夫妻(couple)梦想着有一个女儿,这样的事在二十年前是极为罕见的。(... , something that was rare ... ago)
-

- 2) 有意思的是,尽管很多父母本身是非常好的老师,他们却不希望自己的孩子像他们一样。(Interestingly, while ... , ...)
-

- 3) 印度的人口很有可能会超过中国。(likely, exceed)
-

- 4) 值得注意的是,这个盲人歌手已经在去年发行了自己的第二张专辑(album)。(It is worth noting that ...)
-

- 5) 在信息搜集方面,互联网已经超过了报纸,电视,广播,成为人们最常使用的工具。(in terms of ; surpass)
-

Supplementary Reading

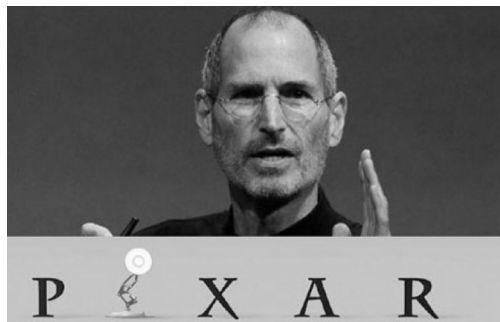
Steve Jobs Baby-Sat My Kids

While the name Steve Jobs^{*} is practically synonymous with Apple, there is another company that bears his unmistakable mark. It also revolutionized an industry; it is known for



polished exceptional products that meld (结合, 综合) technology and art, and is incredibly successful. That company is Pixar*.

Pixar, the division of Lucasfilm Ltd., that Jobs bought and re-created in 1986, first gathered the attention of the masses when *Toy Story** was released in 1995. I loved it. The animation was dazzling (耀眼的), the story was touching, and the cast (演员阵容) was exceptional. I didn't have kids then, but I knew that someday, when I did, I'd want them to see this movie. And then I saw *A Bug's Life**, and I knew when I had kids I would want them to see that movie, too. Same with *Toy Story 2* and *Monster's Inc.* and so on. My as-yet-to-be-conceived children offered a great cover for purchasing these movies — but they were great to watch even without little ones. *



When I actually had kids, I realized what a tremendous benefit Pixar really was. Pixar movies might not be overtly educational, but they are of such tremendous quality that I would far rather have my children watching them than many shows that profess (声称; 冒称) to teach. I work from home, and there have been (very infrequent) occasions — snow days, sick kids — where my regular childcare arrangements are not an option, and yet it is not ideal to take a sick day. When I send email to my co-workers that “baby-sitting is being provided by Pixar today,” I'm only half-joking. When we do sit down with the kids for some family entertainment, I know that if a Pixar movie is on, I won't be wandering out of the room 20 minutes later wondering if there is something more interesting I could be doing, like the laundry.

More broadly, much like Starbucks improved our collective palate (口味) for high-end coffee and created a market for \$5 lattes (拿铁咖啡) that left room for other coffee outlets, Pixar raised the bar for children's entertainment and inspired imitators like DreamWorks Animation and Sony Pictures Animation* that, while not as consistently good as Pixar, have turned out great family films like *How To Train Your Dragon* (驯龙高手), *Monsters vs. Aliens* (怪兽大战外星人), and *Cloudy With a Chance of Meatballs* (美食从天而降). These movies are light years better than what I grew up with in the '80s, and there is such a wide selection that even if we do occasionally overindulge our children with movies, neither parents nor kids are subjected to the mind-numbingness of watching the same movie 30 times in a row*.

As was pointed out, Steve Jobs didn't personally invent many of the things that Apple is famous for. Rather, his role was to separate other people's great ideas from their terrible ones — and to refine the best ideas into workable products. So, too, with Pixar. Steve Jobs wasn't an animator or a director. But he put Pixar in the hands of people who were, like John Lasseter*,



who worked with Lucasfilm before it was Pixar and who has overseen (监督) all of the studio's films. Together they turned Pixar into the company that Disney paid \$7.4 billion for in 2006.

After a long week of work for parents and school for the kids and soccer practice for all, Friday night is movie night in our household. When we curl up with our pajamas and popcorn this week, there's only one movie that I can think of that will be a fitting tribute to Steve Jobs: *The Incredibles*. For anyone who might have missed this one, the protagonist (主人公), Mr. Incredible, spends his life fighting the mediocrity (平庸) that settles over society when superheroes are forced underground. From the Macintosh Classic[®] to the iPod and the iPad and everything else, Steve Jobs railed against (痛骂, 抱怨) mediocrity. He truly was exceptional (杰出).

(720 words)

Notes

1. **Steve Jobs**: 史蒂夫·乔布斯(1955 ~ 2011), 企业家、美国苹果公司联合创始人、前行政总裁。
2. **Pixar Animation Studios**: 皮克斯动画工作室, 于1986年正式成立, 至今已经出品十二部动画长片和超过三十部动画短片。可以称为是一家继迪士尼公司之后, 对动画电影历史影响最深远的公司。公司于2006年被迪士尼收购, 成为其全资子公司。
3. **Lucasfilm**: 卢卡斯电影公司, 由著名导演及编剧乔治·卢卡斯(George Lucas)成立于1971年, 是世界领先的电影及娱乐公司之一。
4. ***Toy Story***: 《玩具总动员》是皮克斯的动画系列电影, 共制作了三部, 由华特·迪士尼影片公司和皮克斯动画工作室合作推出。
5. ***A Bug's Life***: 《虫虫特工队》灵感取材自伊索寓言《蚂蚁与蚱蜢》的故事, 讲述一段昆虫世界的冒险之旅。
6. ***Monster's Inc.***: 《怪物公司》是迪士尼在2001年推出的动画长片, 该片是皮克斯继《玩具总动员 1&2》和《虫虫特工队》之后推出的第四部全电脑动画片, 也是迪斯尼自创建之日以来, 首次起用“反派怪物”担当主角。本片是一部由电脑制作的全新的喜剧片, 它打开了通向怪兽世界的大门。
7. **My as-yet-to-be-conceived children offered a great cover for purchasing these movies — but they were great to watch even without little ones.**
买这些影碟, 我那些还没怀上的孩子给了我一个很好的借口——但即使没有小孩, 这些影片也是很棒的。
8. **DreamWorks Animation and Sony Pictures Animation**: 梦工厂动画部和索尼动画制作。
9. **These movies are light years better than what I grew up with in the '80s, and there is such a wide selection that even if we do occasionally overindulge our children with**



movies, neither parents nor kids are subjected to the mind-numbingness of watching the same movie 30 times in a row.

和上世纪八十年代伴我一起长大的那些电影相比,这些电影要好得多,即使有时候我们想宠着孩子们让他们多看部电影,我们的选择面也很广,无论是家长还是孩子都用不着把同一部电影接连看上30遍,而把自己搞得思想麻木。

10. **John Lasseter**: 约翰·拉塞特,著名导演和动画师,皮克斯公司创意执行副总裁的职务。在1995年就创造了一项电影历史,他导演完成了第一部故事片长度计算机动画电影《玩具总动员》,该片为他赢得了奥斯卡特别成就奖。
11. **Macintosh Classic**: 麦金托什机(Mac), Apple公司于1984年推出的一种系列微机。

Comprehension

Listed below are ten statements. Read the article about Steve Jobs and Pixar and then fill T (True) or F (False) into the brackets provided.

1. Steve Jobs should also be remembered for his contribution to Pixar, a company incredibly successful for its high quality products. ()
2. When Toy Story was released in 1995, the author was in love with her boyfriend. ()
3. When she actually had kids, the author realized Pixar was really a terrible product. ()
4. Pixar movies might not be overtly educational, but they are of such tremendous quality that the author would rather ask her children to watch other instructive shows. ()
5. Inspired by Pixar, DreamWorks Animation and Sony Pictures Animation have also produced some great movies. ()
6. Steve Jobs was capable of separating other people's great ideas from their terrible ones—and to refine the best ideas into workable products. ()
7. Steve Jobs wasn't an animator or a director, nor was he a great inventor. ()
8. Steve Jobs paid \$7.4 billion for Pixar in 2006. ()
9. Steve Jobs was exceptional because like Mr. Incredible, he fought against mediocrity. ()

Questions for Further Discussion

1. What else do you know about Steve Jobs?
2. What have you learned from the success of Steve Jobs?
3. Are you a fan of Apple? If the answer is yes, tell us why. If the answer is no, tell us what is your favorite.