Commercial Art

B2 – C1

Module 3

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Here's What We Will Be Learning in this Presentation:

Summary

- ❑ Introduction.
- ❑ Genres Or Art Techniques.
- ❑ Difference Between Commercial Art And Fine Art.
- ❑ Pop Art.
- ❑ Exercises.

"It's perfect ... except the client wants their name to be twice as big as the art."

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Vocabulary

Logos: printed designs or symbol that a company or an organization uses as its special sign.

Freelancers: self-employed and hired to work for different companies on particular assignments.

Sellouts: a situation in which somebody is not loyal to a person or group who trusted them, by not doing something that they promised to do, or by doing something that they promised not to do.

(For example: The workers see the deal as a union sell-out to management.)

Aesthetic: concerned with beauty and art and the understanding of beautiful things.

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