



Commercial Art

B2 – C1

Module 3

Summary

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



- ❑ 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."

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.