1. Read the text

Industrial Design is an applied art whereby the aesthetics it improves usability of products. Design aspects specified by the industrial designer may include the overall shape of the object, the location of details with respect to one another, colour, texture, sounds, and aspects concerning the use of the product ergonomics. Additionally, the industrial designer may specify aspects concerning the production process, choice of materials and the presentation of a product to the consumer at the point of sale. Industrial designers make exclusive the visual design of objects. An industrial design consists of the creation of a shape, configuration or composition of pattern or colour, or combination of pattern and colour in three-dimensional form containing aesthetic value.

The use of industrial designers in a product development process improves usability, lowers production costs and leads to the appearance of more appealing products. It is important that in order to be an *Industrial Design* the product has to be produced in an industrial way, for example, an artisan cannot be considered an industrial designer, although he may challenge the same aspects of a product.

Some industrial designs are viewed as classic pieces that can be regarded as much as work of art as works of engineering.

Industrial design has a focus on concepts, products and processes. In addition to aesthetics, usability and ergonomics, it can also include the engineering of objects, usefulness as well as usability, market placement and other concerns.

Product Design and Industrial Design can overlap into the fields of interface design, information design and interaction design. Various schools of Industrial Design and/or Product Design may specialize in one of these aspects, ranging from pure art colleges (product styling) to mixed programmes of

Engineering and Design, to related disciplines like exhibit design and interior design.

Definition of Industrial Design. According to the ICSID (International Council of Societies of Industrial Design): "Design is a creative activity whose aim is to establish the multi-faced qualities of objects, processes, services and their systems in whole life-cycles. Therefore, design is the central factor of innovative humanization of technologies and the crucial factor of cultural and economic exchange".

artisan – кустарь, мастеровой, ремесленник
to specify – точно определять, устанавливать
concerning - касательно. Относительно
to challenge – 1) ставить под вопрос, оспаривать; 2) бросать вызов, вызывать; провоцировать
usability – пригодность, применимость
to overlap – частично совпадать

2. Find the English equivalents in the text:
Прикладное искусство, форма объекта, расположение, производственный процесс, потребитель, пространственный (трехмерный), рисунок (узор), производственные цены, произведение инженерного искусства, концентрируется на (обращает внимание на), творческая деятельность, жизненные циклы

3. True or false?
1) Industrial design can help to improve usability of products.
2) Industrial design has no aesthetic value.
3) There are not any works of art among industrial designs.
4) Industrial design pays much attention to the aesthetic value of products.
5) Pure art colleges usually do not have any specialized programme for industrial design.

4. Answer the questions to the text:
1) What is industrial design? What does it deal with?
2) What does industrial design help to improve?
3) What aspects does an industrial designer usually pay attention to?
4) What does industrial design have focus on?
5) Does industrial design concentrate only on aesthetic, usability and ergonomics?