

Proyecto "Transversalidad e Integración Curricular en la Educación Media Técnico Profesional"

# PRODUCCIÓN DE AFICHES PUBLICITARIOS DE PARQUES NATURALES DE VIÑA DEL MAR

GUÍA DE APRENDIZAJE DE INTEGRACIÓN CURRICULAR  
SECTOR GRÁFICO



Guía de Aprendizaje de Integración Curricular  
"Graphic Design"

Formación General  
Inglés

Formación Diferenciada  
Módulo: Impresión del producto gráfico  
Educación Media Técnico Profesional.

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**PROYECTO DE INTEGRACIÓN CURRICULAR**  
**PRODUCCIÓN DE AFICHES**  
**PUBLICITARIOS DE PARQUES**  
**NATURALES DE VIÑA DEL MAR**

**GUÍA DE APRENDIZAJE DE**  
**INTEGRACIÓN CURRICULAR**

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**“GRAPHIC DESIGN”**

**ESPECIALIDAD:** GRÁFICA

**MÓDULO:** IMPRESIÓN DEL PRODUCTO GRÁFICO

**INGLÉS**



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# INTRODUCCIÓN



Estimados estudiantes, el propósito de esta guía de trabajo es que aborden el módulo Impresión del producto gráfico en la especialidad de Gráfica en idioma extranjero inglés. Del mismo modo, se espera que logren emplear el uso de la lengua extranjera en todas sus habilidades adquiriendo así nuevas técnicas de aprendizaje de acuerdo a las competencias de cada estudiante.

Por otro lado, confiamos en que los estudiantes se familiaricen con los procesos que son parte de este módulo y se tenga como objetivo principal, lograr el Proyecto Integrado “Post production park advertisers natural of Viña del Mar” que se desea en la Especialidad Gráfica con el uso del idioma extranjero Inglés.

Para ello es necesario que los estudiantes activen sus conocimientos previos, traduzcan y memoricen en inglés conceptos propios del módulo y/o vocabulario en general que se utilizara para resolver la situación problema planteada en esta guía de trabajo. Además, recordar conceptos estudiados, concernientes a procesos impresión que corresponden a este módulo.

Para concretar este Proyecto basado en el trabajo colaborativo entre docentes se implementarán variadas actividades académicas, planificadas integrando el módulo de la especialidad Gráfica a la asignatura Inglés y en conjunto a otras asignaturas. De modo tal que la motivación de los y las estudiantes sea mayor a la acostumbrada y cada uno de ellos demuestre y desarrolle al máximo su potencial, mejorando sus aprendizajes.



## OBJETIVO DE APRENDIZAJE E INDICADORES DE EVALUACIÓN

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### OBJETIVO DE APRENDIZAJE

- Leen y demuestran comprensión de ideas principales e información relevante en textos informativos, descriptivos y narrativos auténticos, simples y de variada extensión, como textos de divulgación científica y de innovación y artículos, relacionados con descubrimientos y creaciones recientes.

### *Indicadores de evaluación*

- Reconocen palabras, expresiones y frases hechas relacionadas al vocabulario básico.
- Identificar, asociar y clasificar conceptos básicos.
- Leer, practicar pronunciación y representar diálogos junto a un compañero.



## RUTA DEL APRENDIZAJE

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### OBJETIVO DE APRENDIZAJE

- Leen y demuestran comprensión de ideas principales e información relevante en textos informativos, descriptivos y narrativos auténticos, simples y de variada extensión, como textos de divulgación científica y de innovación y artículos, relacionados con descubrimientos y creaciones recientes.

1

Reconocen palabras, expresiones y frases hechas relacionadas al vocabulario básico.

2

Identificar, asociar y clasificar conceptos básicos.

3

Leer, practicar pronunciación y representar diálogos junto a un compañero.



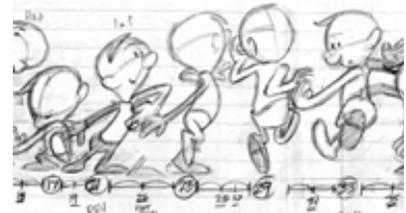
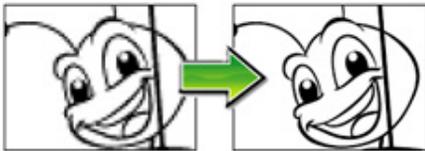
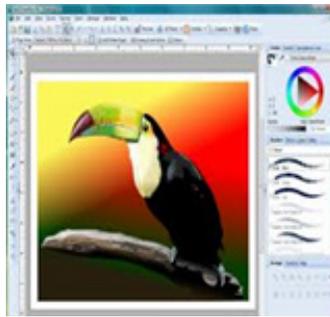
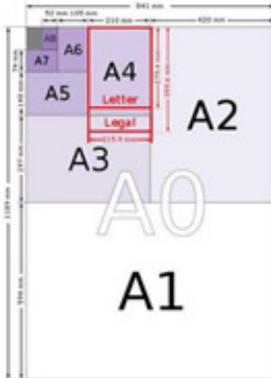
## HOW MUCH DO WE KNOW?

### PRE - READING ACTIVITIES

What kind of concepts do you know?

1.- Write the name of these concepts in each picture. use the words in the box.

Animation - Typographic - Poster - Illustrator Programme  
 Symbols - Dimension of paper - Vectorizing - Paper setting



## 2.- Read and match these concepts:

Artwork	Baseline	GIF	Diagram
Design	animation	JPEG	Ascenders
CMYK	Layout	Crop marks	Archive paper
Bitmap image	Lamination	Symbol	

1.	: Term applied to illustrative, diagrammatic, and photographic material prepared for reproduction by a designer or artwork technician.
2.	: Design draft of book, advertisement, title page, etc., produced for a designer to establish the overall appearance and relationship between such elements as illustrations, photographs, and typography
3.	: Letter or sign designed to represent an activity, idea, or object
4.	: Paper that is acid-free and has a quality lifetime of about 100 years or longer.
5.	: Filmmaking technique that creates the illusion of movement by the rapid projections of a series of sequential still images produced by drawings photomontage or 3 dimensional models.
6.	: A graphic image stored as a specific arrangement of screen dots or pixels
7.	: An imaginary horizontal line upon which the base of each capital letter rests.
8.	: Horizontal and vertical lines that indicate the edge of the printed piece.
9.	: A planned combination of visual elements whose organization has been structured into a unified whole.
10.	: Graphic device in which complex statistical concepts of time, space, performance, location are presented in a condensed visual form.
11.	: Images that display up to 256 colors, have small file size, and are the most widely used graphic format on the Web
12.	: Process of covering paper or card with a strong transparent plastic film
13.	: Joint photographic Experts Group. A file format for full color and black and white graphic images
14.	: Standard for the colors used in printing. Cyan-magenta-yellow-black
15.	: The part of certain lowercase letters (b, d, f, h, k, l, t) that extends above the x height.

### 3.- Search the meaning of these words

### 4.- Classify in the correct box.

1.Computer	5.Sketchpad	9.Gradient	13.Palette	17.Gray scale
2.Brightness	6.Achromatic	10.Body copy	14.Airbrush	18.Calligraphy
3.Digital camera o .smartphone	7.Duo -tone	11.Font	15.Script	19.Graphic design software
4.Filler	8.Finishing	12.Pencils	16.Photo-editing software	20. Leading

#### A) Definitions:

1.	5.	9.	13.	17.
2.	6.	10.	14.	18.
3.	7.	11.	15.	19.
4.	8.	12.	16.	20.

#### B) Graphic design tools

#### Color and styles

#### Words for Typography

1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.
6.	6.	6.
7.	7.	7.
8.	8.	8.

BEFORE YOU START WITH YOU SITUATION PROBLEM LETS REMIND SOME IMPORTANT CONCEPT IN GRAPHIC DESIGNING SPECIALITY

**5.-Write the number of each word next to the correct meaning**

1. Graphic design	3. Shapes	5. Face
2. Lines	4. Color	6. Textures

A.-To fill spaces creatively, to support text and other forms of content, and to balance a design. They can be created out of nothing, using white space to give a design structure and clarity .....

B.-, It is an important element of any design .....

C.- Different fonts, combined with customized alignments, spacing, size, and colour, .....

D.- It gives a sense of a tactile surface through its visual appearance and adds a sense of depth, enhanced by selection of appropriate paper and material .....

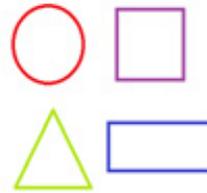
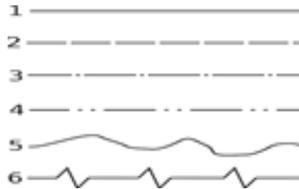
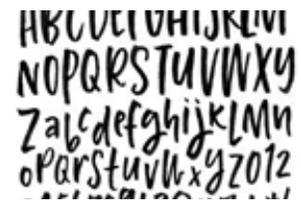
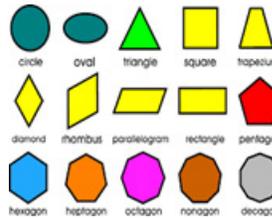
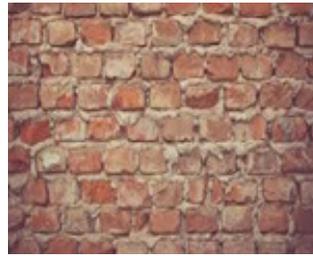
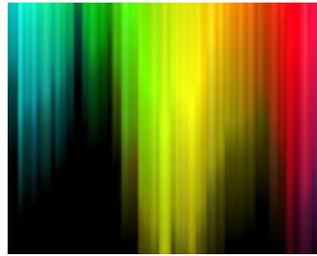
E.- Straight, curved, wavy, thick, thin - when it comes to them, the possibilities are limitless .....

F.- It is the process of visual communication and problem-solving using one or more of typography, photography and illustration .....



**TAKE NOTES**


**6.-WRITE THE NAME OF EACH VOCABULARY WORD MENTIONED ABOVE NEXT TO THE PICTURE**



**TAKE NOTES**

Handwriting practice area with six horizontal lines.



## PROBLEM SITUATION

There are two young boys who have just finished their technical education in graphic designing. Both want to start their own business but they don't have enough money to do it. However, a very important company of New York asked them to design the new logo for one of subsection of the BOOM Magazine. The problem is that one of them spoiled the big opportunity of their life. They got the wrong concept and he sent the logo to the manager of the company without asking to his partner and it was a disaster.

*Hay dos niños que acaban de terminar su educación técnica en diseño gráfico. Ambos quieren comenzar su propio negocio, pero no tienen suficiente dinero para hacerlo. Sin embargo, una compañía muy importante de Nueva York les pidió que diseñaran el nuevo logotipo para una de las subsecciones de la Revista BOOM. El problema es que uno de ellos arruinó la gran oportunidad de su vida. Tomaron el concepto equivocado y le envió el logotipo al gerente de la compañía sin preguntarle a su compañero y fue un desastre.*

### A-Read the problem situation

1.-Write a title for the paragraph

.....

.....

.....

2.- Imagine how would you end this situation?

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.....

.....

3.-Explain the main problem of this situation?

.....

.....

.....



**TAKE  
NOTES**

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## LET'S PRACTICE

### G.- WHILE ACTIVITIES

You have to practice the contents in a practical situation. In the dialogue you can use the vocabulary in context, correct your pronunciation and the possibility to work in pair

H.-Read the conversation.

I.- Practice pronunciation.

J.- Get a partner to perform it.

#### **DIALOGUE: HOW TO CONTACT A CLIENT?**

##### **GRAPHIC DESIGN DIALOGUE**

Client:	I saw one of your designs and like your stuff. I think you are very talented. I want you to design something for me.
Designer:	OK, what do you need?
Client:	I'm trying to start a business and I need a website. It should be pretty simple.
Designer:	OK, I'd like you to fill out this Client Profile for me.
Client:	Wow, this is four pages long. Don't you think it would just be easier for me to tell you?
Designer:	No, I need to have something in writing so that I can refer back to it later. What is your budget by the way?
Client:	Oh, this is just a start-up company, we don't really have a lot of money right now. . .
Designer:	I see. . .
Client:	My idea for this website is so simple, anyway. I'm sure it wouldn't take you long. You're so talented.
Designer:	Mmm hmmm. . .
Client:	Well, let me talk to my people and see what they say.
Designer:	OK. And fill out this Client Profile form as well.
<b>2 days later...</b>	
Client:	So, I talked to my people, and we've decided that we can pool our resources and offer you \$250 to make our website.
Designer:	Wow, that's rather generous of you. . . Have you filled out my Client Profile form?
Client:	Yes, here you go. Some of the questions I didn't think were very relevant. For example, "What colors do you have in mind for branding?" Actually, we don't really know. That's where you come in. I'm sure you're great with colors. You can create a super logo for us! As well as some nice flyers!
Designer:	So you want a logo and flyers too eh?
Client:	Yes, and if possible, could you put an ad in the newspaper for us. We are planning to open our doors in two weeks.

Designer:	So, you want all of this done in two weeks? I think it will take a bit longer than “two weeks” . . .
Client:	But at least you can get the website done in time for the store opening?
Designer:	It depends on what you want in your website . . .
Client:	We decided that we wanted a home page, blog, forum, poll, image gallery, links page, social networking, pop-up ads, and quizzes to direct customers to the materials that are just right for them!
Designer:	That seems like a lot for \$250 . . .
Client:	Yes, but think of it as getting your name out there! You’d be doing us a great service, and there’s a high chance of future work. Also, we decided it would be OK to put a small link to your website on our homepage. That way, when people see our site, they’ll know you designed it. Think of it as free advertising! You’ll get your name out there, and more people will buy from you!
Designer:	Yeah . . .
Client:	So, you have everything you need now right?
Designer:	Do you have any competitor’s sites that I could look at?



**TAKE NOTES**

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**APLIQUEMOS  
LO APRENDIDO**

**POST READING**

**K- Write the correct name below to the picture**

1. Design	4. Link page	7. Resources	10. Flyers
2. Profile Form	5. Website	8. Newspaper	11. Advertising
3. Branding	6. People	9. Store	12. Gallery





**HOW MUCH DO WE KNOW?**

**PRE - READING ACTIVITIES**

**1.- Read the following verbs related to a Computer program and then, provide a translation for them**

<i>VERBS</i>	<i>TRANSLATION</i>
Access:	
Archive:	
Capture:	
Cut and paste:	
Delete:	
Digitize:	
Edit :	
Install:	
Minimize:	
Undelete:	

**2.- Choose 5 verbs and create short sentences**

- 1.- .....
- 2.- .....
- 3.- .....
- 4.- .....
- 5.- .....



**TAKE NOTES**

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3.- Read the definition of these verbs and match with its meaning:

Select	Print out	Download	Compress	Configure
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<i>Verbs</i>	<i>Definitions</i>
1.	:to move information to your computer from another computer system or the Internet
2.	:to choose something on a computer screen, usually from a menu (=list) of choices
3.	:computing to reduce the size of a computer file using a special program so that it can be stored using less space
4.	:to arrange the parts of something, especially the software of a computer, so that it works in the way you want it to
5.	:to produce a copy of a computer document from a printer




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## PROBLEM SITUATION

The use of TIC has not yet been implemented in all subjects, which means that Graphic students are not motivated for self-learning. Therefore, it is essential that in English subject the students of third year "G" have access to one computer per student to develop and use the didactic material in multimedia in the language laboratory. So that it is offered a bilingual formation and they become innovative and creative students, capable of transforming and accelerating the development processes that the country needs.

*Aún no se ha implementado en todas las asignaturas el manejo de las TIC, lo que hace que los alumnos de Grafica no se motiven para el auto-aprendizaje. Por tanto, se hace indispensable que en la asignatura de Ingles los estudiantes de tercer año G tengan acceso a un computador por estudiante para poder desarrollar y utilizar el material didáctico en multimedia en el laboratorio de Idiomas, de modo que se le brinde una formación bilingüe y se conviertan en estudiantes innovadores y creativos, capaces de transformar y acelerar los procesos de desarrollo que el país necesita.*

### PROBLEM SITUATION

#### 1.- Read the situation and answer the questions

1. What is the main problem in this situation?

.....  
.....  
.....

2.- Do you agree with the situation about students?

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2.- Do you agree with the situation about students?

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**TAKE  
NOTES**

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## 1.- Read the situation and answer the questions

1.	Implemented	having power and ability
2.	Self-learning	the combined use of several medias, as film or videos
3.	Didactic	able to speak two languages
4.	Multimedia	to introduce something new, make changes
5.	Bilingual	to fulfill, to carry out
6.	Innovative	intended to instruction, instructive
7.	Capable	self-determined learning



LET'S LEARN

## WHILE ACTIVITIES

### 3.- READING COMPREHENSION

Read the text and answer the following questions

#### What is Adobe Illustrator Used for?

Illustrator is a program used by both artists and graphic designers to create vector images. These images will then be used for company logos, promotional uses or even personal work, both in print and digital form. So what is Adobe Illustrator used for? It is typically used to create illustrations, charts, graphs, logos, diagrams, cartoons of real photographs, and more. While the program may be difficult to understand initially, the final product will be well worth the learning curve.

#### What is a Vector Image?

Creating vector images allows you to create clean, beautiful works of art that can be scaled up and down infinitely without ever losing quality. Vector images are not made up of a grid of pixels. They are instead created by paths – a combination of a starting point and an ending point with a combination of shapes, angles and lines in-between. These paths relate to each other by mathematical formulas, allowing them to be scaled and rescaled infinitely.

This makes Adobe Illustrator a more ideal program for companies than Adobe Photoshop, since they can create images and logos that can be small enough to be a tiny icon or large enough to appear on a billboard.



**APLIQUEMOS  
LO APRENDIDO**

1.- Write a definition about what is Adobe illustrator? Use your own words

.....  
.....  
.....

2.- What is it used for?

.....  
.....  
.....

3.- According to the text, what is a vector image?

.....  
.....  
.....

4.- Do you know others computer programs similar to adobe illustrator? Write its name and write a short description

.....  
.....  
.....



**TAKE  
NOTES**

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## LET'S PRACTICE

Can you recognize some grammatical structures?

### 4.-Write the correct verbal tense next to each sentence

A.- Future	B.- Present Simple	C.- Past Simple
D.- Past Perfect	E.- Passive Voice	F.- Present Perfect

1.	We often goes shopping on the weekend	
2.	They are working on the project at the moment	
3.	Peter didn't understand the problem at all	
4.	Did you use to play with dolls in childhood?	
5.	Have you been overseas lately?	
6.	I am very rigorous with my rules at home	
7.	Peter will come to visit us next year	
8.	Does Mary buy fruits and vegetables at the market?	
9.	Every year thousands of people are killed in our road	
10.	My family hadn't learnt English before they went to England	

### DON'T FORGET:

#### CONNECTOR

A connector is a word that is used to join together words, phrases, clauses or sentences.





## HOW MUCH DO WE KNOW?

### PRE - ACTIVITIES

1. Read these words
2. What can you say about these words and your life?

extortionate / ink cartridges / help / the average person / black ink / life span / printing / profits / social media / marketing / obsolescence / consumers / manufacturers

### PRINTERS:

3. What changes would you like to see with printer technology? Complete this table with your partner(s). And share what you wrote.

	<i>Change</i>	<i>Why?</i>
Ink		
Paper		
Wireless		
3D		
Design		
Environment		

### PRINTING:

4. Rank these with your partner. Put the most important things at the top.

- colour quality
- ink cost
- printing speed
- wireless printing
- small printer
- noise
- no paper jams
- no smudging

1.	2.	3.	4.
5.	6.	7.	8.

## INK:

5. Spend one minute writing down all of the different words you associate with the word »ink«. Share your words with your partner(s)

## BEFORE READING

6. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).
- A. .... The article asks if people are fed up with expensive ink cartridges.
- B. .... A new printer will have enough ink to last anyone for two years.
- C. .... The new printer's black ink tank will be able to print 6,500 pages.
- D. .... People will pour ink into the new printer instead of buying cartridges.
- E. .... Social media is increasing the profits of printer companies.
- F. .... People have been unhappy with printer ink marketing for a long time.
- G. .... Some companies put little ink into cartridges to make us buy more.
- H. .... Printer ink costs about \$4.70 a litre.
7. SYNONYM MATCH: Match the following synonyms from the article.

1. fed up	a: ..... opting
2. extortionate	b: ..... restricted
3. at hand	c: ..... Sky- high
4. last	d: ..... stop
5. limited	e: ..... annoyed
6. falling	f: ..... unhappiness
7. choosing	g: ..... Keep going
8. discontent	h: ..... nearby
9. prevent	i: ..... fixed
10. set	f: ..... decreasing



LET'S  
READ

### While activities

8. Read the text and fill gaps

Filling / line / span / extortionate / costs / days / pour / last

#### First part:

Are you fed up with paying (1) \_\_\_\_\_ sums of money for ink cartridges that run out soon after you buy them? Help may be at hand. The Japanese printer company Epson has just released a new (2) \_\_\_\_\_ of printers that have enough ink to (3) \_\_\_\_\_ the average person two years. Its new EcoTank printers will be able to print up to 6,500 pages in colour and 4,000 pages in black before the ink needs (4) \_\_\_\_\_ up. Epson said the typical family prints 200 pages a month. The company says the (5) \_\_\_\_\_ of using small cartridges with a limited life (6) \_\_\_\_\_ are over. With the new printer, users simply (7) \_\_\_\_\_ new ink into the tank. A spokesman said consumers would save around 65 per cent on printing (8) \_\_\_\_\_ with its new printers.

Relied / set / falling / planned / equivalent / discontent / half / chips

#### Second part:

Profits from ink cartridges are (9) \_\_\_\_\_ as more people are choosing to print less and share more on social media. There has also long been (10) \_\_\_\_\_ with printer makers over their marketing of ink cartridges. The business model has traditionally (11) \_\_\_\_\_ on the concept of \_\_\_\_\_ »(12) \_\_\_\_\_ obsolescence«. Companies intentionally put as little ink as possible into the cartridge so it runs out quickly, making consumers buy more. Some manufacturers use smart (13) \_\_\_\_\_ in cartridges to prevent the user from printing out more than a (14) \_\_\_\_\_ number of pages, even though the cartridge may still be (15) \_\_\_\_\_ full of ink. Britain's Daily Mail newspaper said companies sell cartridge ink for the (16) \_\_\_\_\_ of over \$4,700 a litre.



TAKE  
NOTES

Handwriting practice area with seven horizontal lines.



## APLIQUEMOS LO APRENDIDO

### POST ACTIVITY

Multiple choice – Quiz  
Read and choose the best option

**1. What adjective did the article use to describe the high price of ink?**

- A. excessive
  - B. exorbitant
  - C. expensive
  - D. extortionate
- .....

**2. What are people choosing to do less of with their photos?**

- A. put them in albums
  - B. print them
  - C. frame them
  - D. share them
- .....

**3. What did the article say might be nearby?**

- A. printing
  - B. help
  - C. digital ink
  - D. cloud printers
- .....

**4. Who does the article say people have been unhappy with?**

- A. their family
  - B. photo companies
  - C. websites
  - D. printer makers
- .....

**5. How many pages in black will the new printer's tank be able to print?**

- A. 6,500
  - B. 6,000
  - C. 4,000
  - D. 4,500
- 

**6. What is the name of the business concept that some companies use?**

- A. planned obsolescence
  - B. planning obsolete
  - C. planned observance
  - D. planning observance
- 

**7. Who prints around 200 pages each month?**

- A. the typical family
  - B. the over 40s
  - C. single people
  - D. teenagers
- 

**8. How many pages does a cartridge let people print?**

- A. 4,000
  - B. 200
  - C. a fixed number
  - D. 2,769
- 

**9. What do users do with new ink after the old ink has run out?**

- A. mix it
  - B. refill a cartridge
  - C. pour it into a tank
  - D. take it to a store
- 

**10. How much did a newspaper say a litre of printer ink cost?**

- A. \$470
- B. \$4,700
- C. \$47.00
- D. \$4.70





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