



DESIGN



Scan to review worksheet

Expemo code:

1G3Z-U1L4-C12



1

Warm up

Discuss the following questions.

1. In the future, will designers be required to the same extent as they are now?
2. To what extent do you think evolutionary factors influence our perception of aesthetics?
3. What skills do you feel are key to being a designer and how can they be encouraged in children?





2

Reading and use of English: part 1

Read the text about typography and decide which answer (A, B, C, or D) best fits each gap.

- I) The realm of typography is an ever-changing cornucopia. While some _____¹ are well-travelled, others are spectacular, precarious, or feral, the _____² necessitated by novel problem-solving. In the far-out font Beowulf, for instance, computers _____³ random perturbations into the letters, making each slightly dissimilar and reading them a surprisingly fresh experience. Typography has a huge _____⁴ on the reading experience; it is the gauze through which we read.
- II) Robert Bringhurst, a _____⁵ authority on typography, says choosing a font is like framing a painting in that it has to _____⁶ the contents. Think, he says, of how silly "a Cubist painting in an 18th-century gilded frame" would be. The _____⁷, Bringhurst continued, reveals the conscientiousness of the presenter. "I think that publishers, like civil engineers, highway maintenance workers and the gardeners tending the flowers in public parks, are morally _____⁸ to do a good job because part of the social fabric is in their hands."

Sources: Physics World, printmag.com

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|-----------------|---------------|-----------------|----------------|
| 1. a. precincts | b. forms | c. vehicles | d. areas |
| 2. a. results | b. source | c. productivity | d. yield |
| 3. a. welcome | b. introduce | c. waft | d. beckon |
| 4. a. power | b. impact | c. weight | d. side-effect |
| 5. a. winning | b. succeeding | c. leading | d. victorious |
| 6. a. suit | b. correspond | c. adapt | d. comply |
| 7. a. themes | b. production | c. presentation | d. discourse |
| 8. a. expected | b. needed | c. obliged | d. compassed |

3

Scanning for vocabulary

Skim-read the short text about typography again and identify the following words.

Group 1:

1. _____ (n, para. I): an area of interest or activity
2. _____ (n, para. I): a symbol of abundance and plenty
3. _____ (adj., para. I): characterised by a lack of stability
4. _____ (adj., para. I): untamed or wild in nature
5. _____ (adj., para. I): new and different from what has been known before
6. _____ (adj., para. I): slang term used to describe something that is unconventional or unusual

**Group 2:**

1. _____ (n, para. I): small or slight disturbances or changes that alter the normal course or state of something.
2. _____ (n, para. I): a thin, sheer fabric often used for medical dressings
3. _____ (adj., para. II): covered with a thin layer of gold or having the appearance of being made of gold
4. _____ (n, para. II): the quality of being thorough, diligent, and attentive to detail
5. _____ (n, para. II): the interconnected network of social relationships

4**Listening: part 1**

In this section, you will hear two short extracts about design. For each question, choose the answer (A, B, or C) which fits best according to what you hear.

Extract 1:

1. How does neo-brutalist architecture defy conventional notions of beauty?
 - a. by incorporating intricate details and embellishments
 - b. by prioritising functionality over aesthetics
 - c. by utilising lightweight materials and structures
2. How does the speaker describe the impact of neo-brutalist structures?
 - a. They do not have to jar with their surroundings.
 - b. They evoke a sense of fragility despite their size.
 - c. They demand attention and elicit a strong response.

Extract 2:

1. What initially sparked the author's interest in becoming a Feng Shui consultant?
 - a. curiosity about energy dynamics
 - b. fascination with ancient philosophies
 - c. innate understanding of spatial harmony
2. What does the author's job as a Feng Shui consultant involve?
 - a. conducting comprehensive assessments of spaces
 - b. incorporating modern Chinese practices
 - c. providing practical interior design services



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Focus on vocabulary

Add the following words to the gaps in the definitions.

cognitive
economic
rising

conditions
emphasises
supported

consideration
repetition
transformed

1. **prerequisites (n):** requirements or _____ that must be fulfilled or met before something else can happen
2. **rendered (v):** _____ or made into a specific state or condition
3. **underscores (v):** highlights or _____ the importance or significance
4. **propped up (v):** _____ or held in an upright position
5. **mounting (adj.):** increasing or _____ gradually (in number, intensity, etc.)
6. **austerity (n):** a state of simplicity, or lack of luxury, often related to _____ measures
7. **executive function skills (n):** _____ abilities that enable individuals to carry out certain tasks effectively
8. **mooted (adj.):** suggested or proposed for discussion or _____
9. **iterative (adj.):** characterised by _____ or duplicating steps

6

Reading and use of English: part 2

Read the short text about the importance of design in the production of technological goods. Think of the word which best fits each gap. Use only one word.

The technology ecosystem is one that is collaborative _____¹ form and structure. It fosters a system of cocreation to the _____² that design is no longer considered an afterthought. Usability and interactivity are prerequisites _____³ determining the success of a product and the overall consumer experience - the all-encompassing nature of tech has rendered the user experience design more important than _____⁴ before. Today's consumer-facing technology is far more elegant than it used to be, and good design underscores the difference. Obsessed as we _____⁵ with digitisation, the future of companies operating within this sector will also need to be propped up aesthetically by a mounting supply of designers. In a time of austerity, however, some people still believe that creativity is a luxury. It is important for this stereotype to change, not least because designers might be in great demand in the future. Some are _____⁶ for the types of executive function skills designers require to be encouraged at an earlier age. 'Design thinking' is _____⁷ such method that has been mooted. This is an iterative process aimed at giving children a toolkit for finding aesthetical solutions to practical problems. Perhaps it will also _____⁸ them the skills to shape the products of the future.

Sources: Forbes, eschoolnews.com



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Focus on vocabulary

Match the vocabulary with the correct definition.

Group 1:

- | | |
|-----------------------|---|
| 1. invoke (v) | a. causing feelings of unease, worry, or anxiety |
| 2. swoon (v) | b. shrewd, clever, and cautious in dealing with situations |
| 3. disquieting (adj.) | c. faint or become overwhelmed with emotion or admiration |
| 4. canny (adj.) | d. summon or bring about a particular quality, feeling, or reaction |
| 5. savvy (adj.) | e. knowledgeable, experienced about a particular domain |

Group 2:

- | | |
|------------------------|--|
| 1. hue (n) | a. emphasising or highlighting a particular feature or quality |
| 2. knack (n) | b. a natural skill for doing something effortlessly or with ease |
| 3. play on (phr. v) | c. exploit or take advantage of something |
| 4. antiquity (n) | d. a shade or variety of a colour |
| 5. accentuating (adj.) | e. the ancient past or the quality of being old or ancient |

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Reading and use of English: part 3

Part 3 of the Proficiency Exam involves word transformation. Look at the extract below about colour psychology. Use the words in capitals to form a new word that fits in the gap.

Strategic colour psychology

Enhancing user experience in web design

- A. An _____¹ (**EFFECT**) use of colour psychology for web design can appeal to users and invoke particular emotions, _____² (**POTENTIAL**) keeping people on the site and increasing the chances of a conversion. While poetry can make people swoon and a disquieting image can _____³ (**RAGE**) people into action, a canny use of colour can be equally as powerful. Colour psychology suggests that using certain colours in web design can generate certain responses in the viewer. This means that a savvy web designer will be _____⁴ (**VERSE**) in the effect of each individual colour and hue, plus how and when to use each.
- B. For example, red is a colour best used cautiously. Its knack for attracting attention makes it a _____⁵ (**PRICE**) tool for designers, but used excessively it will inhibit relaxation. Yellow, on the other hand, is often associated with happiness. Lighter shades play on this aspect, reminding _____⁶ (**USE**) of summer and the sun. Darker shades however, including gold, add more weight and give a sense of antiquity. _____⁷ (**SEEM**) nondescript colours can also play an important role. Beige may not often be used as a main colour, but it's worth mentioning because of its accentuating effects: it takes on the _____⁸ (**CHARACTER**) of the colours around it.

Sources: creativebloq.com, trajectorywebdesgin.com



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Optional extension/homework: writing report

Assess the feasibility of a design project for a sustainable furniture line using recycled materials. Investigate the potential challenges that may arise during the design process, including their causes and potential consequences. Consider factors such as material sourcing and availability, aesthetic appeal, and sustainable manufacturing techniques. Write your report, listing the problems and describing the causes and consequences of them.

Write your report (280 – 320 words)

Tips

- In order to maintain objectivity and provide factual information, you should avoid the use of personal pronouns such as "I," "you," or "we". Instead, it should consist of information supported by reliable sources, including relevant facts and figures. By doing so, it can maintain a professional and objective tone. Employing the passive can be useful in this regard.
- In the same vein, colourful, flowery, overly-descriptive language should be avoided. Do not beat around the bush. Rather, base your arguments on imaginary sources, data, and figures. This might include fictional quotes and invented statistics.
- The report should start with a basic, factual introduction ("The purpose of this report is to..."), followed by paragraphs answering the different parts of the question (course content, organisation, and method), followed finally by a conclusion that summarises the points.
- The key point to bear in mind is that a report should be factual, and this should be reflected in the grammatical devices employed. Passive structures, inversion, cleft sentences, participle clauses, and double comparatives can all be used, whereas idioms, contractions, phrasal verbs, and personal opinions should be avoided.