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Title: Importance of design

**Appendix 7.1**

Monologue on *DESIGN*

| *You are going to give a talk about DESIGN.* | Vocabulary* | Linking Words and Phrases* |
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| *REMEMBER!* Your speech will be graded according to the following criteria: relevance, coherence, fluency, grammar & vocabulary (*see «Параметры и критерии оценки МВ»*). | *Fill in the columns with* <br> • *words, collocations and idiom,* <br> • *linking words* <br> *on the topic 'Design' (see Appendix 7).* | |
| **Step 1. Introduction** <br> 1. Make up a hook sentence that will attract listener's attention to your speech (a quote, proverb, tongue-twister, etc.) <br> 2. Lead your speech steadily to the 2nd step. <br> 3. Introduction consists of 4-6 sentences. | "Design is not just what it looks like and how it feels. Design is how it works." (Steve Jobs) Without a doubt, I can agree with this statement. For most people, design is an external manifestation of a thing, its decoration. As for me, this definition is very far from the true meaning of design. It is not only about how things look or what emotions they evoke, but also about how they work. | **Linking Words:** <br> • Without a doubt <br> • As for me <br> **Grammar Structures:** <br> • Modal verbs (can) |
| **Step 2. Design is Everywhere** <br> 1. Speak about what design is. What's the difference between the duties of a scientist, engineer and designer? <br> 2. What makes a well-designed product? Give an example. | Every day we come across various objects that were once created by someone. Waking up every morning, I pick up the phone and often think about how the manufacturer manages to combine functionality and elegant design? Of course, a collaboration product of scientists, engineers and designers. Science creates questions, while engineering creates solutions and make something work. Though this is not a hard rule, science, in general, deals with observing and coming up with hypotheses and theories, while engineering helps to create solutions to answer those questions. At that time, designers combined art, style, technology and imagination, adapting to human needs. So, the three truly do complement each other. <br><br> Apple products are a good example of their flawless performance. They launch the innovated devices every year, this cannot but astound. Picking up the gadget of this company, you understand that it is made flawlessly, not only because of advanced technologies, but also because of the stunning design that will not leave anyone indifferent. | **Vocabulary:** <br> • elegant design <br> • engineers <br> • engineering <br> • make something work <br> • adapting to human needs <br> • launch the innovated devices <br> **Linking Words:** <br> • Of course <br> • At that time <br> • So <br> **Grammar Structures:** <br> • Passive voice (created by) <br> • Infinitive (to combine) |
| **Step 3. Design through the Ages** <br> 1. Speak about the reasons of changes in designs throughout the history. <br> 2. … the exact designs of the 20th c. | Years pass, epochs pass, new technologies appear, interests change, and design changes with it. Indeed, the modern concept of design in the civilized world is considered much broader than industrial design. For example, every year Apple create user-friendly up-to-date design gadgets. <br><br> When they started 44 years ago, the design of their devices was fundamentally different from what they are doing now. The first computer of this company was angular and rather heavy, and if you | **Vocabulary:** <br> • up-to-date design <br> • user-friendly gadget <br> • angular <br> • ergonomic design <br> • smooth in shape <br> **Linking Words:** <br> • Indeed |

look at the current representative of this line, the design has become smooth in shape and ergonomic, as modern technology allows them to do this.

- For example

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| **Step 4. Innovations**<br>1. Speak about the difference between an innovation and invention<br>2. … the successful and failed innovations. | In the purest sense, an invention can be defined as creating a product or introducing a process for the first time. Innovation, on the other hand, occurs when someone improves or makes a significant contribution to an existing product, process or service. If the icon of innovation ever existed, it would be former Apple CEO Steve Jobs. He was a true innovator, whose products still fulfill a user's need.<br>In my opinion, the Jobs' iPod is the best example of innovation. Before Jobs introduced the iPod, it never occurred to anyone to embed the player in a case with a touch screen and camera, this was certainly a top-of-the-range device. However, there have been innovations that go flop in Apple's history. Ahead of time, both in terms of concept, and probably in execution, Newton MessagePad was a grandiose project of John Scully, the man who replaced Steve Jobs from Apple in 1985. Unfortunately, Newton was absolutely not understood by his contemporaries, and his curve system "Handwriting recognition" has turned the device into a laughingstock. The result was an instant "destruction" of this product after the return of Steve Jobs in 1997. | **Vocabulary:**<br>- Innovations<br>- top-of-the-range device<br>- innovator<br>- go flop<br>- fulfill a user's need<br>**Linking Words:**<br>- on the other hand<br>- In my opinion<br>- However<br>- Unfortunately<br>**Grammar Structures:**<br>- Conditionals (if … existed, it would be) |
| **Step 5. CREATIVE THINKING**<br>Introduce your own extra idea(s) on design that hasn't/haven't been mentioned before. Substantiate your choice. | Why do people throw away old things if they can be given a second life by customizing? You can introduce bells and whistles to clothes, this is a real space for creative. Customization of clothing not only helps to emphasize individuality, but also leads to a reduction in CO2 emissions in the atmosphere and prevents ocean pollution. This problem is truly frightening and should not be underestimated. | **Vocabulary:**<br>- bells and whistles |
| **Step 6. Conclusion**<br>1. Repeat the main idea of the introduction in other words.<br>2. Summerise the ideas of steps 2,3,4,5. | To conclude, I want to say that the design is actually very important and with due regard to it, you can bring the product to a completely different level. | **Linking Words:**<br>- To conclude |

**Active Vocabulary: 16 + 2 (advanced) = 18**

**Grammar Structures: 4**

**Linkers: 12**

**Total: 625**