

# DESIGNED TO PLEASE

*Unit 7*  
*Lesson 1*

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# LESSON CONTENT

- Introduction to Unit 7
- Reading: Inferring factual information
- Vocabulary: Design
- Grammar: Possessive Apostrophe

## IN THIS UNIT YOU

-  learn language to talk about design
-  read about 3D printing in design
-  talk about interior design
-  listen to a conversation about celebrity designers
-  write a biography about a designer
-  learn about showing initiative
-  watch a video about supermarket design

## UNIT 7

# UNIT 7 DESIGNED TO PLEASE

## Interpret the meaning of the title "Designed to please"



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### READING

inferring factual information

Why is it important to be able to infer facts when you are reading? Give an example from something you have read recently.

### SPEAKING

distancing language

Give some examples of situations when you would need to make a very polite request. What kind of language would you use?

and predict the content of the unit by looking at the photos

### LIFE SKILLS WORK & CAREER

showing initiative Employers often look for employees who can show initiative at work. What is initiative? What are some different ways to show initiative? Why is it sometimes difficult to show initiative at work?

### A Work in pairs. Discuss the questions.

- Is design important in our lives? Why or why not?
- Discuss each of the types of designs below and how their design affects our lives. Then number the different types in order of importance from 1 (most important) to 5 (least important).



fashion design



architecture and interior design



gadgets and technology



food design



graphic design

### B Work in groups. Discuss the questions.

- Who or what influences our choices in design? Are the influences different for each type of design?
- What makes a design fashionable?



## Q&A

- Is design important in our lives? Why or why not?
- Discuss each of the types of designs and how their design affects our lives.
- Who and what influences our choices in design?
- Are the influences different for each type of design?
- What makes a design fashionable?



■ fashion design



■ architecture and interior design



■ gadgets and technology



■ food design



■ graphic design

# DISCUSS

What design related factors may be important to:

- Men vs Women
- Parents vs non parents
- University students vs working people
- Single people vs married people
- People who live in warmer places vs colder places

(Choose one of the options to answer!)

# READING: INFERRING FACTUAL INFORMATION



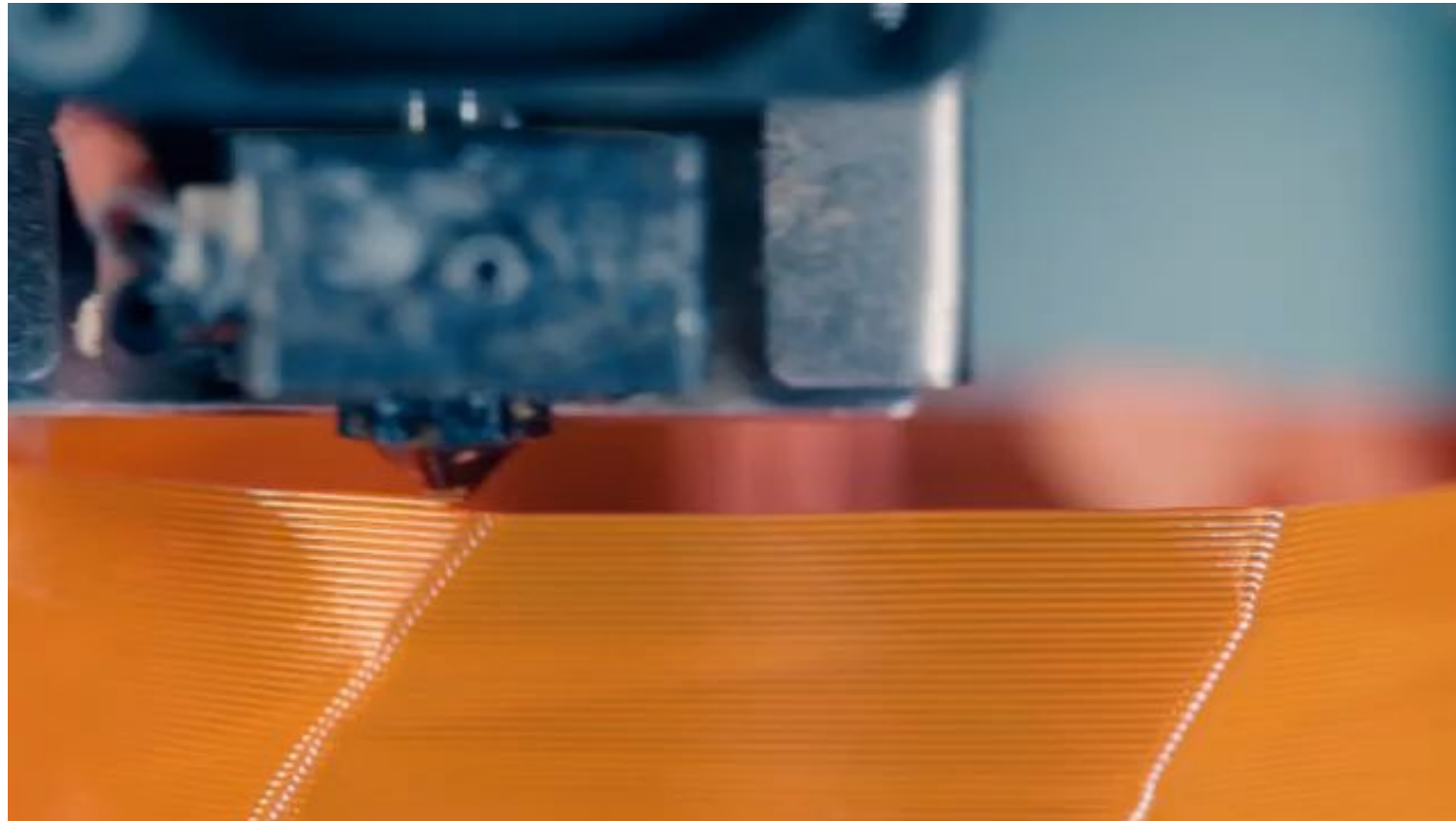


# STEPS TO MAKE INFERENCES

- We need to find clues to get some answers.
- We need to add those clues to what we already know or have read.
- There can be more than one correct answer.
- We need to be able to support inferences.



# WHAT IS 3D PRINTING?



As well as inferring a writer's attitude or opinion, you can often infer facts. Making deductions about what must be true or can't be true will help you understand facts that are not stated explicitly.

**Read the article.**

How is 3D printing changing the design process?

# Revolutionising the design process

<sup>1</sup> From T-shirts to trainers, many websites now make it possible for consumers to customise their own products, but developments in printing technology are making it easier than ever for consumers to get involved in the design process.

<sup>2</sup> 3D printing is a technology that allows designers to **manufacture** products from digital **templates** using layers of plastic, paper and many other types of materials.

<sup>3</sup> One area where 3D printing is already gaining ground is jewellery. Not only can independent jewellery designers more easily manufacture their own designs, customers can also create their own **unique** designs for a piece of jewellery for themselves, or a romantic **personalised** gift for a partner. This approach allows companies to keep costs low, as the pieces are manufactured only when requested by the customer. It may also allow consumers to purchase cheaper

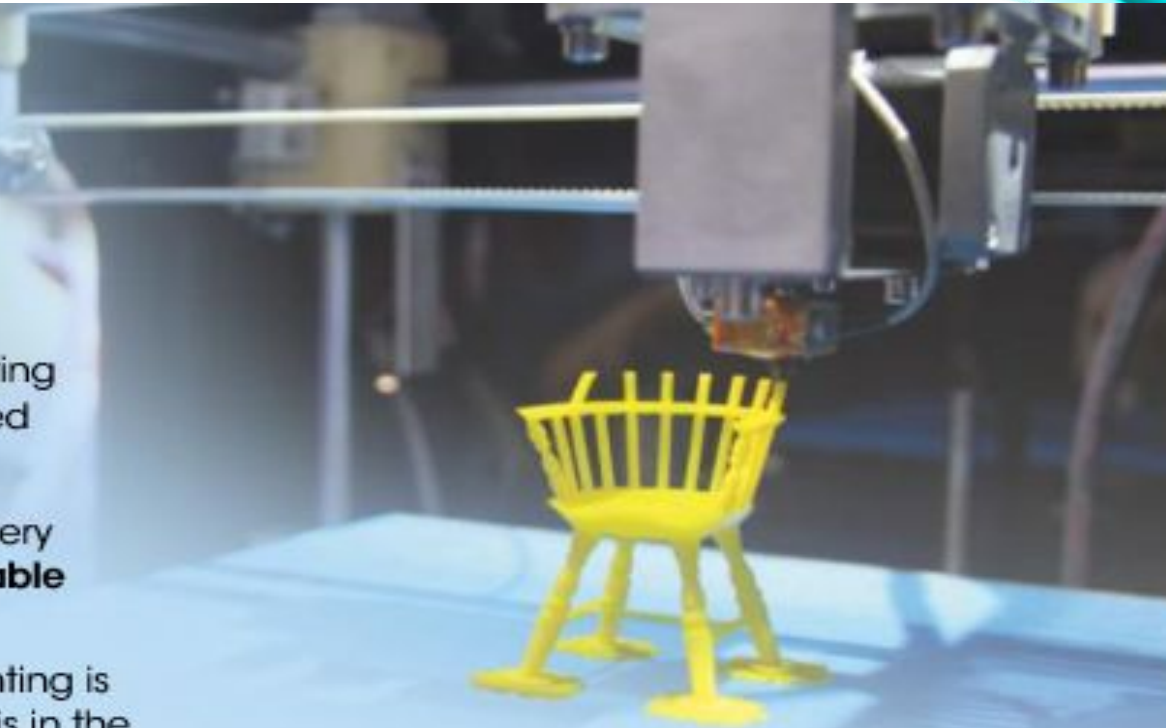
versions of **top quality** jewellery products using more **affordable** materials.

<sup>4</sup> Another area where 3D printing is making interesting progress is in the kitchen. It is now possible to print multi-coloured sweets in intricate designs with layers of flavoured sugar. Elaborate shapes can also be made from chocolate and pasta. Imagine a wedding cake with **miniature** chocolate figures of the happy couple, or pasta shapes for a birthday or anniversary in the shape of your friend or relative's name!

<sup>5</sup> As the cost of 3D printers decreases, they will be more commonplace in people's homes. One **innovative**

company has created a range of 3D-printed shoes for women that can be made at home overnight. Consumers can download digital files from the internet and print them out in the size and colour of their choice.

<sup>6</sup> Footwear, jewellery, eyewear, toys, clothing and furniture – 3D printing technology is revolutionising the way we think about design. With 3D printing, everyone has the potential to become a great designer.



# Revolutionising the design process

**B** Read the article in Exercise A again. From which paragraphs (1–6) can you infer the following? There may be more than one correct answer.

- 1 3D printing allows consumers to have more influence over design. \_\_\_\_\_
- 2 It is easy to buy customised products online. \_\_\_\_\_
- 3 3D printing is more versatile than 2D printing. \_\_\_\_\_
- 4 It is expensive to buy 3D printers at the moment. \_\_\_\_\_
- 5 3D printing can save money for consumers. \_\_\_\_\_

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3 and 5

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4

3

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## C VOCABULARY: DESIGN

Complete the sentences with the words in bold from the article in the correct form.

- 1 The machine followed a \_\_\_\_\_ provided by the designer.
- 2 The new shoes are made from cheaper materials and are therefore more \_\_\_\_\_.
- 3 You can create \_\_\_\_\_ fashion items that no one else is wearing.
- 4 Printers allow people to \_\_\_\_\_ products at home.
- 5 You can design a \_\_\_\_\_ model of yourself in sugar or chocolate.
- 6 Customers can buy \_\_\_\_\_ products by adding their own name and logo.
- 7 Some of our \_\_\_\_\_ jewellery items cost thousands of dollars.
- 8 New technology is allowing people to create designs full of \_\_\_\_\_ ideas.



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GRAMMAR

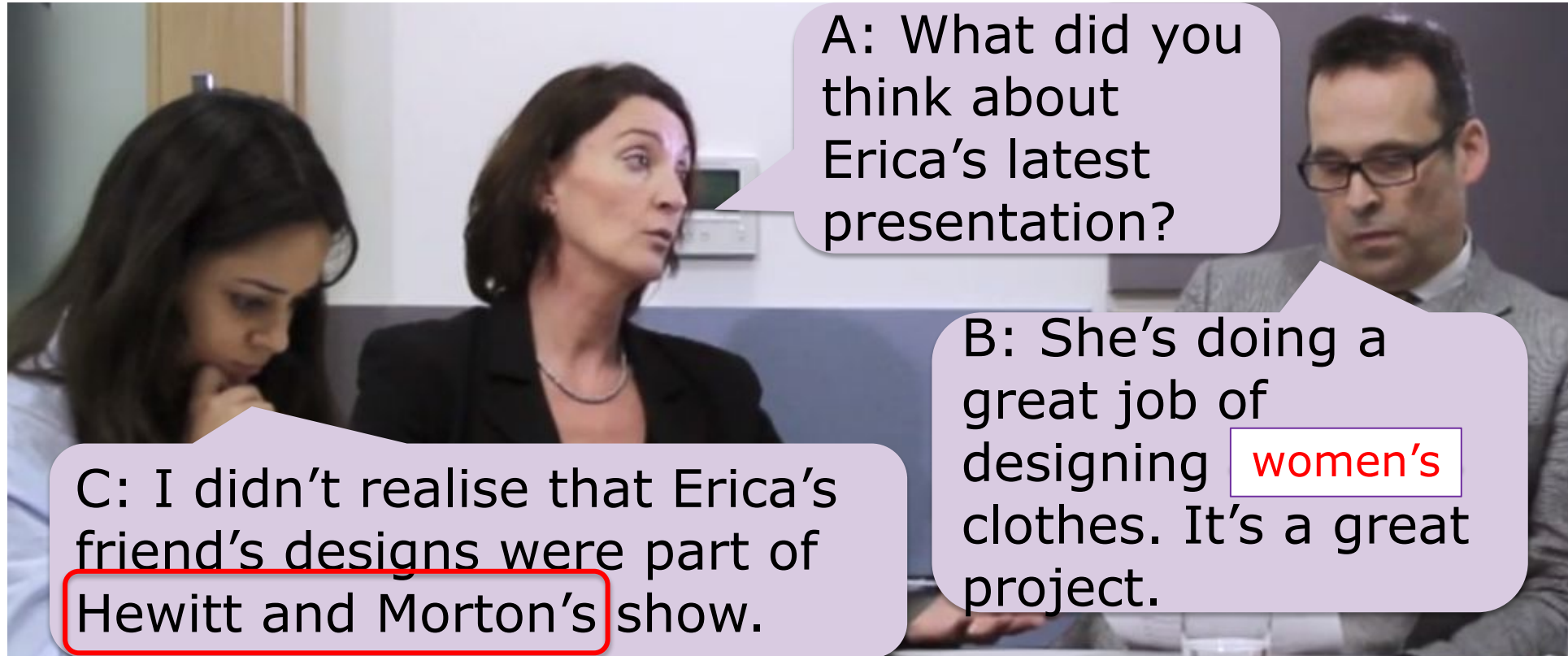
*POSSESSIVE  
APOSTROPHE*

# Open Mind



## Open Mind Upper Intermediate Unit 7 Grammar 1 **POSSESSIVE APOSTROPHE**





1. How many possessive apostrophes are there? **five**
2. Which apostrophe refers to joint ownership?
3. Can you notice an error?

Look at the conversation.

What different forms for possessive apostrophes are used in the two sentences? Singular noun and plural noun

Do you agree  
it's Jane's best  
show?

Definitely, her designs for  
men's clothing were  
very impressive.

To show something has joint ownership, we put the apostrophe after the second noun (e.g. *Abby and Dave's party*).

## Other examples of possessive apostrophes:

Have you heard about Jacob's new designs?

No, I thought the fashion event would only display Bella and Ben's designs.

Jacob's designs won't be on the catwalk, but they will be for sale at the show's opening.

Look at the examples. What information do the possessive apostrophes give us?

Those are Anna's and Jen's books.

separate  
ownership

It's Carl and Helena's  
dream come true.

joint ownership

It's the neighbours' party tonight.

plural

**TIP:** Use 's with some plural nouns (e.g. *the children's games*).

form	possessive 's	possessive '
singular nouns	Angus' <b>s</b> pen	Angus' <b>__</b> pen
plural nouns	children' <b>s</b> room	actors' <b>__</b> studio
compound nouns (separate ownership) (joint ownership)	Tim's and Ed's cars <b>Tim</b> and <b>Ed's</b> business	
double (two consecutive nouns)	His dad' <b>s</b> boss' <b>s</b> computer.	
with gerund	the school' <b>s</b> opening	the dogs' <b>__</b> barking

It's her father's design.

Possessive apostrophes help us to distinguish which things are owned and who the possessor is.

It's my friend's daughters' fashion line.

Where we place the apostrophe can tell us if something has more than one possessor.

The show is Adam and Chris's first one.



# POSSESSIVE APOSTROPHE

Add ' or 's in the correct places in the sentences.

1. It was **Jen's** mother's invitation.
2. The **children's** party starts at five.
3. Do you know if **Jack and Adam's** dad can fix my car?
4. Let me know if you can't find **Sue's and Kate's** bags.

## Grammar wrap-up

Complete the sentences.

1. You can use the possessive apostrophe with ...
  - a. singular nouns, plural nouns and compound nouns.
  - b. adjectives and verbs.
  
2. *Jane's and Ed's notebooks* contains a compound noun that refers to ...
  - a. joint ownership.
  - b. separate ownership.

# PRACTICE TASKS

**A LANGUAGE IN CONTEXT** Read the article. Why was the designer clothing sale so popular?

## CELEBRITIES' DESIGNER CLOTHING SALE

Celebrities Victoria and David Beckham, both well known for their trendsetting fashion sense, recently donated 500 items of clothing for a charity event. The sale included several of Victoria's and David's designer suits and 100 pairs of Victoria's designer shoes.

'It's a bargain-hunter's dream,' said one customer, 'It's amazing to own something from Victoria and David's designer collection.'

Some popular items included T-shirts from Victoria's Spice Girls days, personalised with her nickname 'Posh', as well as tops decorated with the couple's sons' names: Brooklyn, Romeo and Cruz. In spite of the one item per customer policy, most of the Beckhams' designer jackets, shoes and other items sold out soon after the store's opening.



**B ANALYSE** Read the article in Exercise A again.

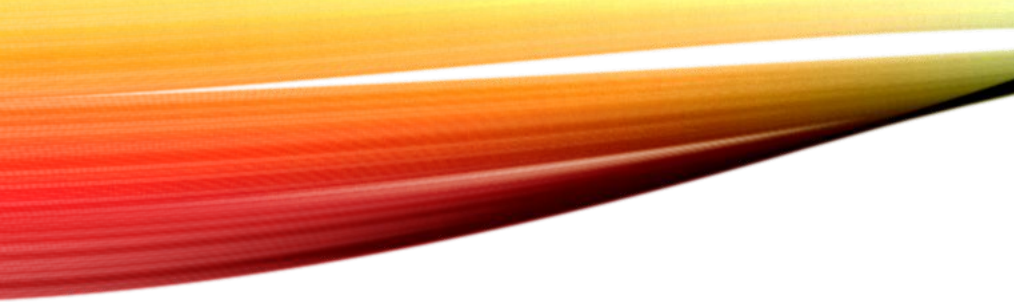
**Form** Complete the table with examples from the text.

## NOTICE!

Look at the underlined phrases in the text. Which things are owned by both Victoria and David together? Which things do they own separately?

Possessive apostrophe	Examples
singular	(1) _____, (2) _____, (3) _____
plural	(4) _____, (5) _____
compound (two nouns joined by <i>and</i> )	
1 separate ownership	(6) _____ and _____
2 joint ownership	(7) _____ and _____
double (two consecutive nouns)	(8) _____
with gerund (to describe an action done by someone or something)	(9) _____

**WHAT'S RIGHT?**



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**WHAT'S RIGHT?**



**C PRACTISE** Rewrite the sentences with possessive forms.

1 My friends have a new art gallery. It's beautiful.

---

2 The couple have a daughter whose design won first prize in the competition.

---

3 Patricia and Jenny have a friend whose father works in the fashion industry.

---

4 Lorraine and Julia both have designer shoes that cost a fortune.

---

5 Fashions for women are mainly in shades of green and grey this autumn.

---

6 Teenagers are changing their fashion-buying habits.

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**WHAT'S RIGHT?**

- She mainly designs womens' clothes.
- She mainly designs women's clothes.



# HOME TASK

- Learn the Vocabulary for “Design”

THANK YOU

