DESIGNED TO PLEASE

Unit 7 Lesson 1

Prof.Nozima Ergasheva



LESSON CONTENT

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

IN THIS UNIT YOU

- 0
 - 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
- 0
- 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 Inferning factual Information Why is it important to be able to infer facts when you are reading? Give ar sumple from something you have read

SPEAKING

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

- A 🔣 Work in pairs. Discuss the questions.
- 1 Is design important in our lives? Why or why not?
- 2 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).









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?

B K Work in groups. Discuss the questions.

Hat Hat Hat Hat Hat

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

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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?





gadgets and technology









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!)

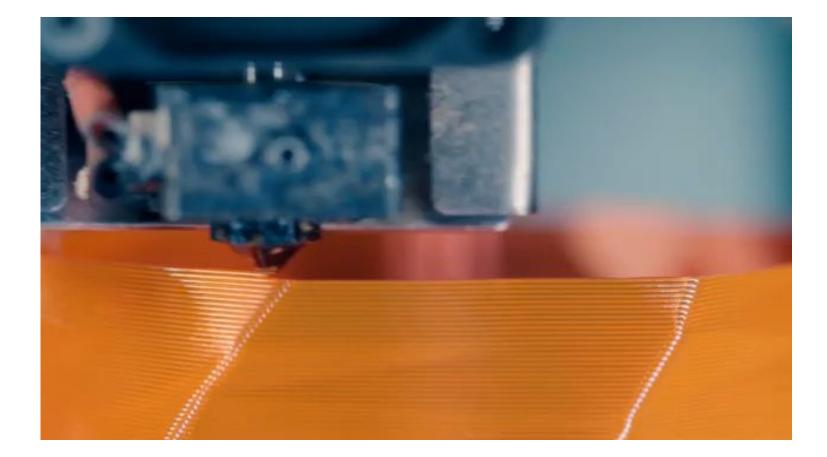
READING: INFERRING FACTUAL INFORMATION

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

¹ 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.

² 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.

³One 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.

⁴ 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!

⁵ 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.

⁶Footwear, 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.



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.

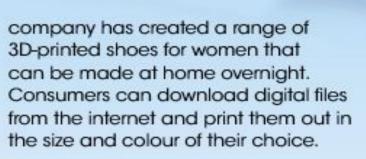
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C VOCABULARY: DESIGN

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

- The machine followed a provided by the designer.
- The new shoes are made from cheaper materials 6 Customers can buy _____ and are therefore more
- fashion 7 You can create
- items that no one else is wearing.
- products at home.
- versions of top quality jewellery products using more affordable materials.

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model 5 You can design a _____ of yourself in sugar or chocolate. products by adding their own name and logo. Some of our jewellery items cost thousands of dollars. Printers allow people to ______ 8 New technology is allowing people to create designs full of _____ ideas.

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GRAMMAR

POSSESSIVE APOSTROPHE

Open Mind

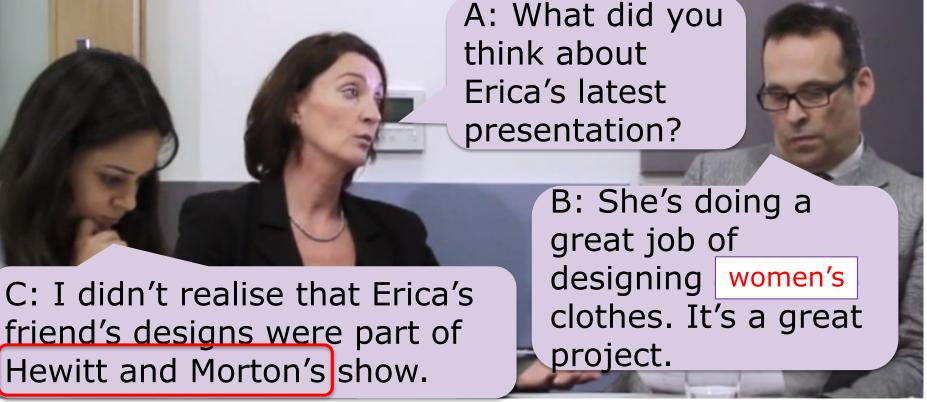


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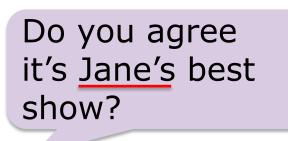
Dpen Mind



- 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



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

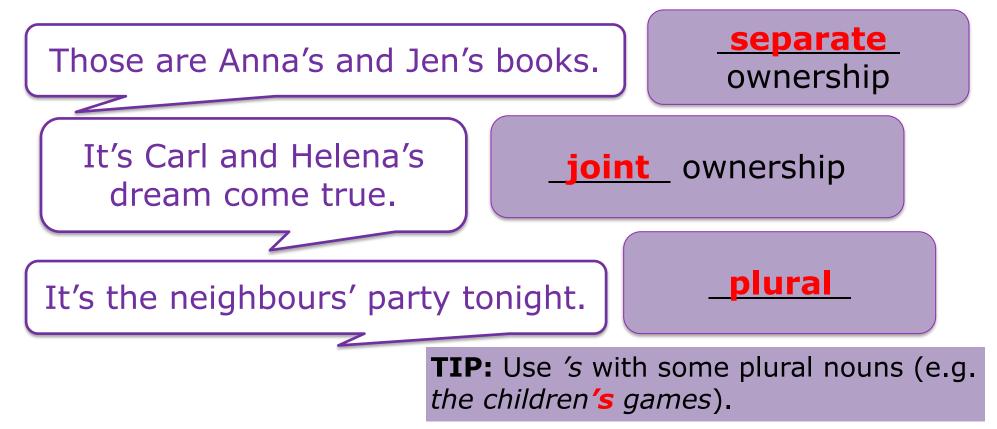
To show something has joint ownership, we put the apostrophe after the <u>second</u> noun (e.g. *Abby and Dave's party*).

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?



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

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 nother'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 ags.

POSSESSIVE APOSTROPHE

Grammar wrap-up

Complete the sentences.

- 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

SALE

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 <u>Victoria's and David's designer suits</u> 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 <u>Victoria and David's designer collection</u>.'

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.

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

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?



NOTICE! **B ANALYSE** Read the article in Exercise A again. Look at the things are o Form Complete the table with examples from the text. together? V Possessive apostrophe Examples singular _, (2) ____ plura compound (two nouns joined by and) and (6) separate ownership 2 joint ownership and double (two consecutive nouns) (8) with gerund (to describe an action done : (9) by someone or something)

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C PRACTISE Rewrite the sentences with possessive forms. WH

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

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.

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.

Teenagers are changing their fashion-buying habits.

WHAT'S RIGHT?

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



HOME TASK

• Learn the Vocabulary for "Design"

THANK YOU

