

Design

Reading: Revolutionizing design process

¹ From T-shirts to sneakers, many websites now make it possible for consumers to customize 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.

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

purchase cheaper versions of **top quality** jewelry 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 multicolored candy in intricate designs with layers of flavored 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 ⁶the size and color of their choice.

⁷ Footwear, jewelry, eyewear, toys, clothing, and furniture—3D printing technology is revolutionizing the way we think about design. With 3D printing, everyone has the potential to become a great designer.

Vocabulary: Design

Complete the sentences below with the words in bold from the article.

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 chocolate.
6. Customers can buy _____ products by adding their own name and logo.
7. Some of our _____ jewelry items cost thousands of dollars.
8. New technology is allowing people designs full of _____ ideas.

Watch the video



Discuss: What is design? Why is design important? Can you think of an important designer?
What do you prefer...?

Technology design
Architecture design
Art design
Automobile design
Fashion design
If so, what's your favorite style?
Support your answer with images.

Speaking: Design differences

Choose a product from the following and improve its design. How would you do it?

Your classmates will argue about your design with you.



Now, take your classmates advice to improve your design and write a letter to the manufacturer, listing the suggested changes and explaining why the product would be improved by the changes.

Grammar: Possessive Apostrophe

Reading: 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, personalized with her nickname Posh, as well as tank 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, belts, and other items sold out soon after the store's opening.

Grammar: Complete the table with examples from the text**Possessive Apostrophe**

Singular	_____
Plural	_____
Compound (two nouns joined by <i>and</i>)	
1 separate ownership	_____ <i>and</i> _____
2 joint ownership	_____ <i>and</i> _____
Double (two consecutive nouns)	_____
With gerund (to describe an action done by someone or something)	_____

Practice: Review the sentences with the possessive forms

1. My friends have a new art gallery. It's beautiful.
2. The couple has a daughter whose design won the first prize in competition.
3. Patricia and Jenny have a friend whose father works in the fashion industry.
4. Lorraine and Julia each have designer shoes that cost a fortune.
5. Fashions for women are in shades of green and gray this fall.
6. Teenagers are changing their fashion-buying habits.