3 FOCUS ON WRITING

VOCABULARY

REVIEW

Complete the paragraph with the correct words from the box.

affected	explanation	~~images~~	lenses	surrounding
consider	factor	interpret	perception	vision
context	fascinated	joke	senses	

"The arrow in the FedEx logo is an excellent example of good design," my design professor said. I didn't understand. I knew that logo well, and I knew it was just letters. I was sure that there were no images (1.) in the logo. When my professor put the logo on the screen, I looked again. I wondered if she was making a _____ (2.), but no one was laughing. I asked for an _____ (3.), and she only said, "The _____ (4.) letters are E and x." Then, suddenly, I saw it. The space in between the capital E and the x of the Ex creates an arrow! "The space in between the letters looks empty, but it has a shape," my professor said, "You should _____ (5.) the space in between the letters when you create a logo. White space is a _____ (6.) in a logo, too. It doesn't have to be only letters and images." My _____ (7.) of that logo completely changed on that day. Now, when I see the FedEx logo, I see the arrow first! This experience _____ (8.) the way I look at letters and words. Now, I am _____ (9.) by shapes in words and letters. I notice the _____ (10.) of letters more, and that helps me _____ (11.) them. For example, in the logo for Mountain Equipment, I see two mountains in the M. But I don't see mountains when I see my friend Mark's name. Another example is a headphones logo I saw last week. The b in the logo looks like an earbud. All of these images in letters were invisible to me before. My professor says that we need to look at everything through our "designer _____ (12.)." My _____ (13.) is good. I don't wear glasses. All of my other _____ (14.) work well, too. But I think this is his way to say that we have to think and see like designers.

LIVEWORKSHEETS