4 Describing Placement

Get ready!

1 Before you read the passage, talk about these questions.

1 What do we call two lines that run alongside each other?

2 What is the opposite of near?

To: *g.swanson@urbangraphicarts.net*

From: *t.sanchez@urbangraphicarts.net*

Re: *Logo for East Valley Bank*

Hi Gil,

I received your design for the new bank logo. I don't think it's quite what we need.

The letters are really **close**. Add some space **between** them. However, don't move them too **far** from each other. Move the picture **next to** the left border. The picture should be **across from** the slogan. Maybe put the slogan just **below** the bank name. Move the bank name **higher**. It should be **above** everything else.

The **parallel** lines in the **lower** part look like jail bars. The bank doesn't want that image. It will look better if the lines don't sit so **near** each other.

– Tanya

Reading

2 Read the email. Then, complete the table.

Feature	Suggested adjustments
Picture	1 _____
Slogan	2 _____
Bank name	3 _____

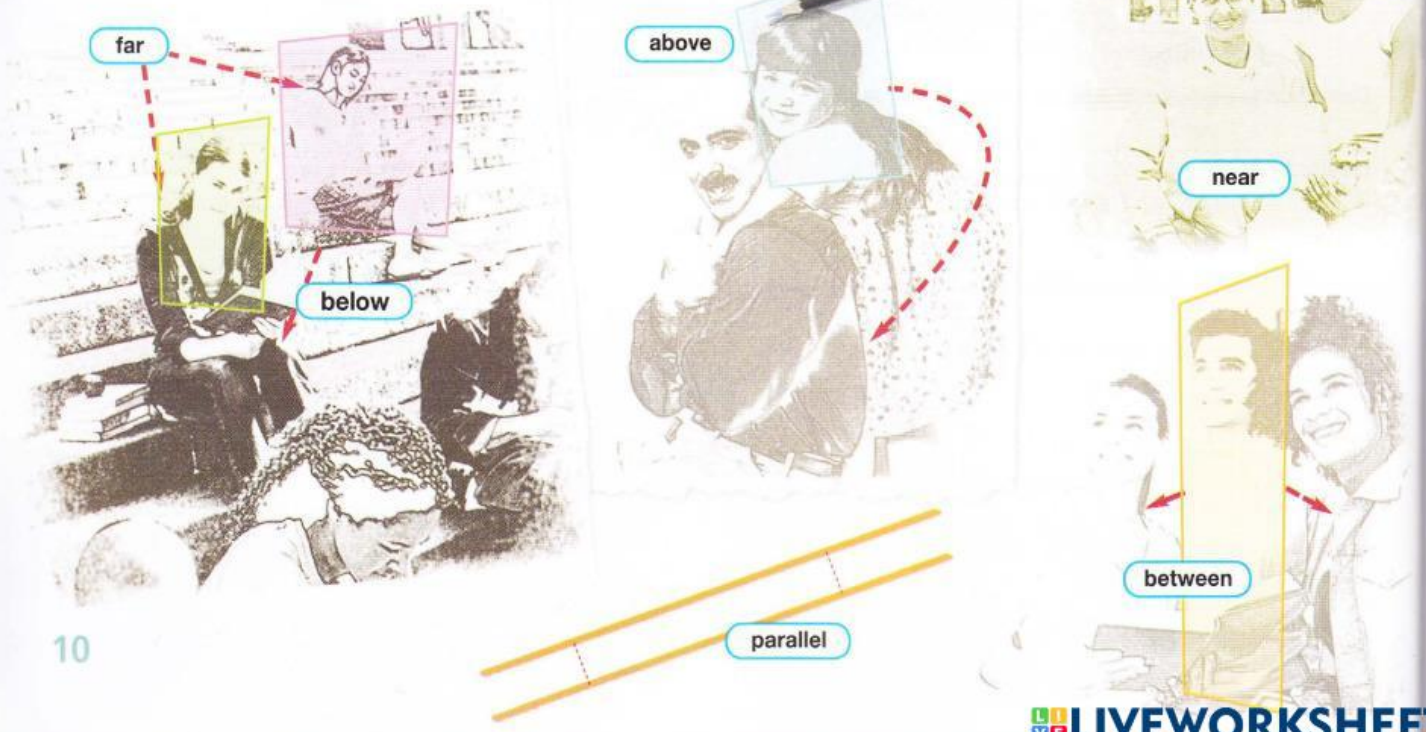
Vocabulary

3 Write a word that is similar in meaning to the underlined part.

1 The artist drew two lines that were <u>the same distance from each other along their entire lengths</u>. p _ _ a _ _ _ l

2 The poster is <u>raised by a greater distance</u> than the window. _ i g _ _ r

3 The designer put too much space <u>in the middle of</u> the letters. _ _ t _ e _ n



LIVEWORKSHEETS

4 **Place the words from the word bank under the correct headings.**

WORD BANK

close above far below near
lower next to across from

Describing shorter distances	Describing longer distances	Describing heights
_____	_____	_____
_____	_____	_____
_____	_____	_____

5 **Listen and read the email again. What are some other ways to say that something is close to another thing?**

Listening

6 **Listen to a conversation between two designers. Check (✓) the changes that are suggested in the conversation.**

1 ❑ Move the letters nearer.
2 ❑ Add space above the picture.
3 ❑ Place the slogan lower.
4 ❑ Keep the picture across from the shop name.
5 ❑ Put the shop name below the slogan.

7 **Listen again and complete the conversation.**

Designer 1: Is that the logo for the shop?
Designer 2: Yes, I just finished the new draft. What **1** _____ _____ _____ of it?
Designer 1: I don't know. It **2** _____ _____ quite balanced.
Designer 2: Really? I added more **3** _____ _____ the letters.
Designer 1: Now they're sitting **4** _____ _____ _____ from each other. Move them nearer.
Designer 2: What about the picture? I moved it **5** _____ _____ the shop name.
Designer 1: Yes, keep the picture there. But I'd also place the slogan **6** _____. It's too close to the shop name.
Designer 2: Okay, I'll try it again. Thanks for your help.

Speaking

8 **With a partner, act out the roles below based on Task 7. Then, switch roles.**

USE LANGUAGE SUCH AS:

What do you think ...?
I moved the ...
It's too ...

Student A: You are a designer. Talk to Student B about:

- his or her new design
- placement changes that he or she made
- your suggestions

Student B: You are a designer. Talk to Student A about placement changes in your design.

Writing

9 **Use the conversation from Task 8 to complete the email from one designer to another designer.**

To:
From:
Re:

Hello,

I made some changes to the design. I moved the _____.
I also moved _____.

Let me know what you think.

LIVEWORKSHEETS