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 the same distance from each other along their entire lengths. p _ _ a _ _ _ l

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

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

far

below

above

near

between

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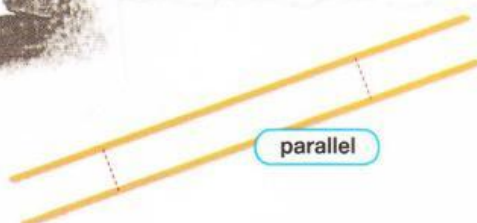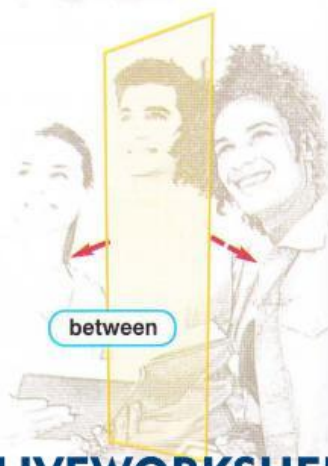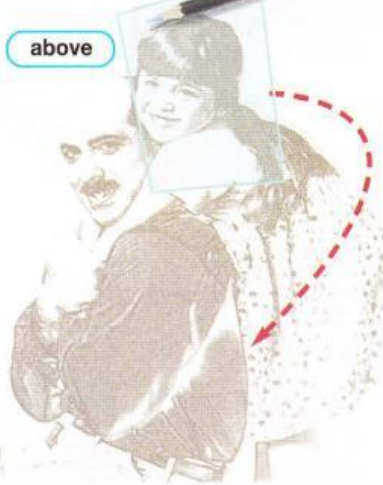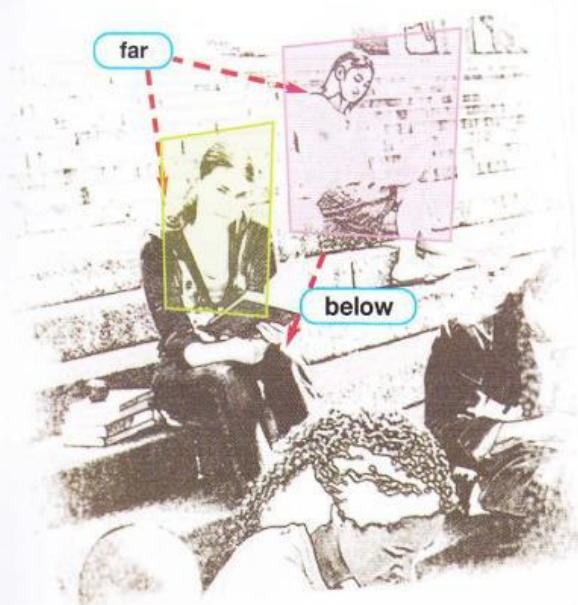
4 Place the words from the word bank under the correct headings.

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.