

Listening

A. Listen to an interview with Jenny Vidal. Then read the statements and decide if they are True or False.

(2 points each)

- | | |
|--|-------|
| 1. Jenny is a professional who helps clients improve their look. | T / F |
| 2. Jenny's clients have to answer questions about their appearance and lifestyle. | T / F |
| 3. Clients who choose the Essential option get advice on how to change their features. | T / F |
| 4. The Elite service is more complete and is always done at the client's home. | T / F |
| 5. Any piece of advice that Jenny provides about style has a price. | T / F |

Vocabulary

B. Complete the sentences with the words below.

(1 point each)

chance encounter | deliberate decision | fate | fortunate | life-changing experience | lucky break | path | right place at the right time | wind up

EXAMPLE: Sometimes being lucky is just a question of being in the **right place at the right time**.

1. I'm not sure what will happen in the elections, but our _____ depends on your vote.
2. After the band had a meeting with this famous music producer, they became

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an overnight success. That meeting for them was their

3. I respect your choice, but I think you've chosen a difficult _____ to follow.

4. If you don't take better care of yourself, you'll _____ being really sick.

5. I made a _____ never to go back to that store.
Their salespeople are so rude!

C. Choose the correct answer.

(1 point each)

EXAMPLE: My sister wears some pretty weird clothes. She definitely has a very unique look / *look-alike*.

1. Everyone in my family has a very slim *build* / *gender*, and none of us are very tall.

2. I think that Carla likes Miguel. And I think they would be a great *likeness* / *match* because they both have similar hobbies and interests.

3. The vet is looking at the kitten to find out its *likeness* / *gender*.

4. My brother and I are a lot alike, and we have very similar features and *matches* / *characteristics*.

5. Your doppelgänger – or a *look-alike* / *similarity* – is someone who is very similar to you.

Grammar

D. Choose the correct answer.

(1 point each)

EXAMPLE: If you *thought* / **were thinking** about being a doctor, you'd need to study science.

1. If we *hadn't taken* / *wouldn't have taken* a wrong turn, we wouldn't be lost now.
2. She *could have become* / *would become* a great physicist if she had wanted to.
3. If we *tried* / *would try* a different hotel, we might not like it as much as this one.
4. They *didn't like* / *wouldn't have liked* this neighborhood if they had moved here.
5. If we didn't have so much housework to do, we *were going* / *could go* out.

E. Complete the sentences with the gerund form of the verbs below.

(1 point each)

eat | fail | find | learn | look | make | provide | write

1. I am guilty of _____ the last slice of cake! I apologize!
2. We are interested in _____ out about vacations in Japan.
3. The process of _____ a sophisticated watch is a pretty complex one.
4. The company specializes in _____ accommodation for disabled people.
5. The only way of _____ a language is to practice it as much as possible.

Reading

F. Read the article. Then answer the questions.

(2 points each)

Three Rules for Great Web Design

Building a great website can be an intimidating task. With so many websites out there, how do you make sure yours gets noticed? Many web designers feel pressure to make their website unique, but being *too* unique can be a recipe for failure. It turns out that most successful websites share some common characteristics. So the challenge of successful web design is not to come up with a totally new design, but rather to identify the features that make a website successful and make sure they are in your design. As John D Rockefeller once said, "The secret to success is to do the common thing uncommonly well." In this post we'll examine what makes a great website.

The 3 Click Rule

One common characteristic of most successful websites is that they are easy to navigate. Users don't want to spend a lot of time navigating your site. They want to get where they need to go – fast. The more time a user has to spend on your site trying to find what they are looking for, the more likely they are to leave your site. In general, it should take a user no more than 3 clicks to do anything. Whether they are trying to buy a product, contact customer support, or post a review, make sure users can accomplish it in no more than 3 clicks.

Less is More

Many web designers feel pressure to make the most of their website's home page. That can be a mistake. A home page that is too crowded with information can chase users away from your site. Identify the information that is *most* essential to your website. Put that on your home page – and nothing else.

Do the expected

Most good websites put certain features in the same basic places. The link to the user's shopping cart is almost always in the upper-right-hand corner. Links to social media are generally in the bottom left. When important features like these are not in the places users expect them to be, users get frustrated and will leave your site. Don't move away from these standard practices.

1. What is the main idea of the article?

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- a) A well-designed website should be unique.
- b) There is no way to improve on existing website design.
- c) Good website design draws lessons from what already works.

2. What is the intention of the 3 click rule?

- a) To provide users with only essential information.
- b) To help users move around a website efficiently.
- c) To prevent users from getting bored and leaving the website.

3. What does the writer say about a website's home page?

- a) It should have links to all other pages of the website.
- b) It should be the best designed page of the website.
- c) It should only contain the most important information.

4. Which of the following statements would the writer most likely agree with?

- a) Users expect all websites to be the same.
- b) Users want websites to be new and interesting.
- c) Users want websites to feel familiar and easy to use.