

3 FOCUS ON WRITING

VOCABULARY

REVIEW

Complete the paragraph with the correct words from the box.

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|----------|-------------|-----------|------------|-------------|
| 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 1. images in the logo. When my professor put the logo on the screen, I looked again. I wondered if she was making a 2. joke, but no one was laughing. I asked for an 3. explanation, and she only said, "The 4. surrounding 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. consider the space in between the letters when you create a logo. White space is a 6. factor in a logo, too. It doesn't have to be only letters and images." My 7. perception of that logo completely changed on that day. Now, when I see the FedEx logo, I see the arrow first! This experience 8. changed the way I look at letters and words. Now, I am 9. fascinated by shapes in words and letters. I notice the 10. context of letters more, and that helps me 11. interpret 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. lenses." My 13. vision is good. I don't wear glasses. All of my other 14. senses work well, too. But I think this is his way to say that we have to think and see like designers.