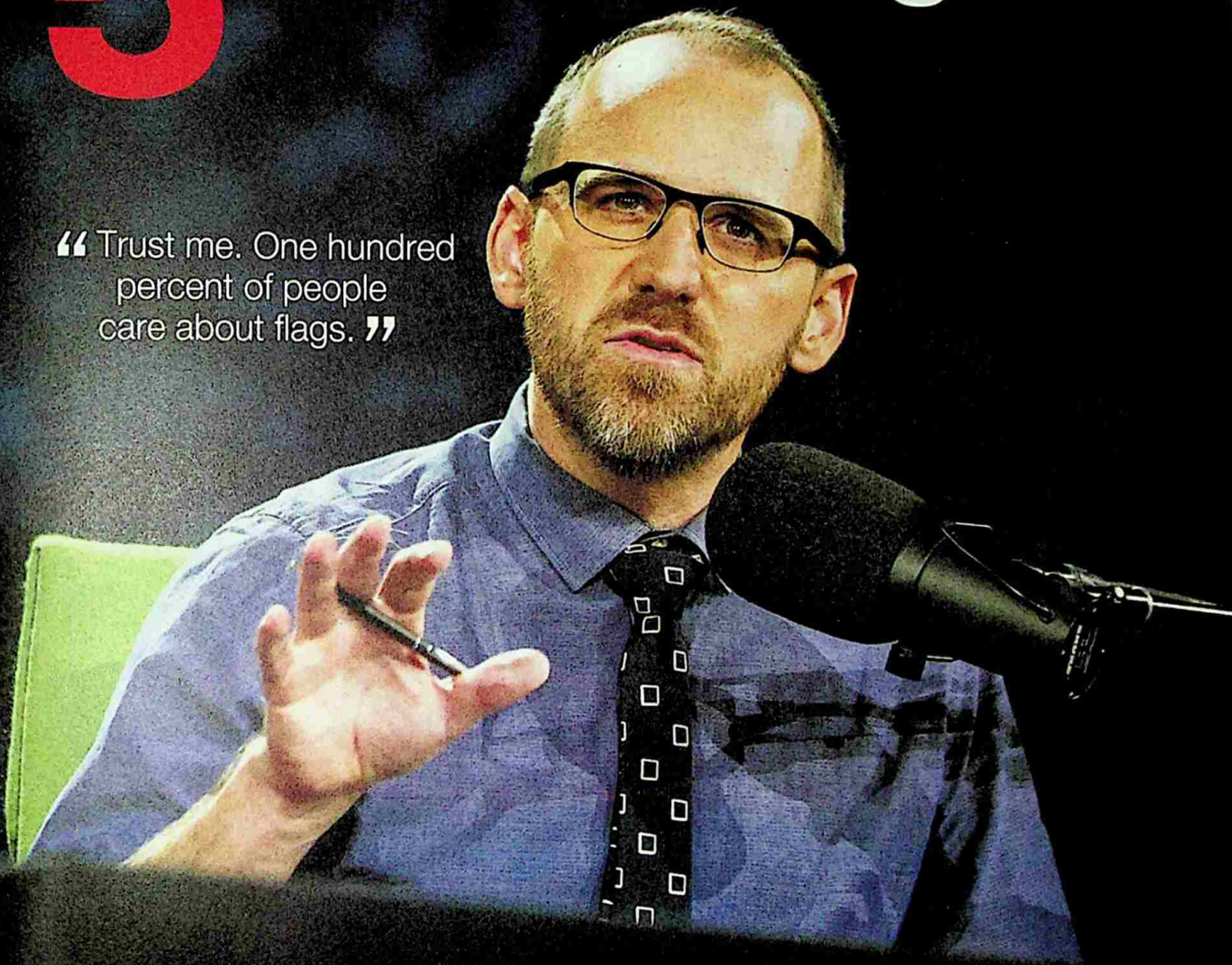


5 Good Design

“Trust me. One hundred percent of people care about flags.”




Roman Mars
Digital storyteller, TED speaker

UNIT GOALS

In this unit, you will ...

- talk about design.
- read about the importance of city flags.
- watch a TED Talk about good flag design.

WARM UP

 **5.1** Watch part of Roman Mars's TED Talk. Answer the questions with a partner.

- 1 Describe a flag you know well.
- 2 Do you think it has a good design? Why or why not?

A piece of art on display at the Smithsonian's National Museum of the American Indian, Washington



5A Elements of design

VOCABULARY Design elements

A These words can be used to describe visual designs, including art. *Cross-out* the word that does not belong in each category.

1 colors	bright	short	pale	vibrant	_____
2 lines	straight	happy	curved	thick	_____
3 shape	pale	round	triangular	square	_____
4 size	orange	tiny	large	huge	_____
5 texture	silky	empty	rough	smooth	_____
6 contrast	subtle	sharp	tall	dramatic	_____

B Work with a partner. Add one more word to each category.

C Work with a partner. Which of the words in **A** could be used to describe the art in the picture above?

D Do you like the art in the picture above? Why or why not? Discuss with a partner.

I like it. The colors are really vibrant.

Me too. I like the bright colors and the curved lines.

LISTENING A designer's advice

Identifying changes in topic

There are certain phrases in English that are used to signify a change in topic.

In regard to ... As far as ... is concerned Regarding ...

- A** ▶ **5.2** Sarah Lafferty is an interior designer. Watch and complete the quote she gives.

"Have nothing in your houses that you do not know to be _____ or believe to be _____."

William Morris, designer

- B** ▶ **5.2** Watch again. Circle the correct option to complete the sentences.

- 1 Lafferty's parents were (**architects** / interior designers).
- 2 Lafferty studied (**interior** / textile) design at university.
- 3 Lafferty wants the houses she designs to reflect her (**clients'** / own) tastes.



Sarah Lafferty

C CRITICAL THINKING

Applying Look again at the quote by William Morris. If you apply this idea to your own home, what would you need to change? Discuss with a partner.

SPEAKING Talking about design

- A** ▶ **5.3** Do you think the people will buy the sofa?

A: What do you think of this one?

B: This one? Don't you think the colors are a bit too bright? strong / vibrant

A: No, I love the colors. And the shape is perfect for our living room. ideal / just right

B: Yeah, but I don't think it will go with the rest of our furniture. match / look good with

A: Why not?

B: All our other furniture is brown. This has yellow and pink stripes.

A: Our walls are yellow.

B: Yeah, but it's a very pale yellow. Can we look at something light / soft else, please?

- B** Practice the conversation with a partner. Practice again using the words on the right.

- C** Work with a partner. Turn to page 147. What do you like and dislike about each piece of furniture?

I like the shape and the colors.

I agree. But I think they're too bright.

5B

Signs of the times

LANGUAGE FOCUS Discussing elements of design

A ▶ **5.4** Read the information. What were coats of arms originally for?

COATS OF ARMS

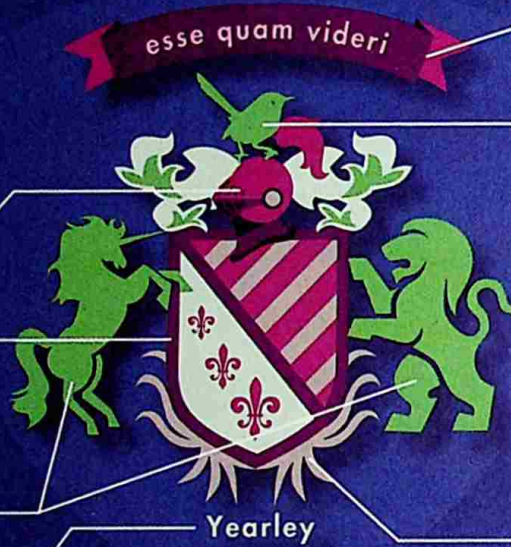
were originally used to establish identity in battle. They later evolved to show family descent, property ownership, and profession. Each coat of arms is unique but they have many of the same elements.

The **helmet** is placed above the shield and below the crest.

The **shield** is the object in the center and can vary in shape.

Two **supporters** are to the left and right of the shield.

The family name is placed below the coat of arms.



The **banner** appears above the coat of arms. The **motto** is placed on the banner.

The **crest** is the ornamental object on top of the helmet.

The **mantle** is placed behind the coat of arms.

B ▶ **5.5** Listen to an expert explain the parts of a coat of arms. Circle the correct words.

- 1 (All/Not all) coats of arms have a motto.
- 2 Sometimes the motto is (below/on) the shield.
- 3 The two supporters are (always/usually) animals.
- 4 The shape of the shield (has/has no) meaning.

C ▶ **5.6** Watch and study the language in the chart.

Talking about place and position

There's a horn on the unicorn's head.
Some shields are in the shape of a square.

There's a unicorn on the left / on the right.
There's a lion to the left of / to the right of the shield.

There's a banner at the top.
The family name is at the bottom.

The motto is above the crest.
The family name is below the shield.

The shield is in front of the mantle.
The mantle is behind the shield.
There's a border around the shield.

Three gray flowers are in / inside the blue square.
The shield is in the center / in the middle.

For more information on **prepositions of place**, see Grammar Extension 5 on page 156.

D Look at the coat of arms on page 58. Complete the sentences.

- 1 The motto is _____ on _____ the banner.
- 2 The banner and motto are _____ the shield.
- 3 There is a lion to the _____ of the shield.
- 4 There are symbols and stripes _____ the shield.
- 5 _____ the shield is a thick border.
- 6 The crest is _____ the banner.

E Find and correct the mistake in each description.



1 A "No Parking" sign in the United States is a black *P* on a white circle. There is a red border across the circle with a slash through the *P*.



2 A stop sign in Brazil is at the shape of an octagon. It is red and has the word *Pare* (Portuguese for *stop*) written on it.



3 A "Kangaroo Crossing" sign in Australia is a yellow diamond-shaped sign with a black image of a kangaroo below it.

F ▶ **5.7** Complete the information. Circle the correct words. Listen and check your answers.

Most countries in Europe use similar road signs. This makes it easy for visitors to understand them. For example, a yield sign is ¹(in/on) the shape of an inverted triangle. It's white or yellow and has a red border ²(across/around) it. A traffic light sign is similar, but the triangle is not inverted—the wide part is at the ³(middle/bottom). There are three circles ⁴(inside/outside) the triangle. The one ⁵(at/in) the top is red. The one ⁶(in/of) the middle is yellow, and the bottom one is green, just like a traffic light. There are no words ⁷(on/at) the sign.



A traffic light sign

SPEAKING Designing a coat of arms

A You are going to design your own personal coat of arms. Look back at the coat of arms on page 58. Decide on a motto and the different design elements. Draw your design, but don't show it to anyone.

B Work in a group. Describe your coat of arms. Your group members will try to draw it.

There are two supporters. The one on the left is a dolphin. The one on the right is a whale.

Okay. What pattern is on the shield?

C Show your coat of arms to your group. Whose drawing is the closest to your original?



The Chicago flag can be seen all around the city.

5C

Symbol of a city

PRE-READING Previewing

Look at the photo and read the third paragraph of the passage. What do the three parts of Chicago's flag represent?

- 1 the white areas: _____ 2 the stripes: _____ 3 the stars: _____

▶ 5.8

Many cities in the United States have flags, but few are as loved as Chicago's. It can be seen all over the city—from its street corners to its skyscrapers. "Today," says Whet Moser from *Chicago* magazine, "I went to get a haircut. When I sat down in the barber's chair, there was a Chicago flag on the box that the barber kept all his **tools** in. In the mirror, there was a Chicago flag on the wall behind me. When I left, a guy passed me who had a Chicago flag on his backpack." There is even a website called ChicagoFlagTattoos.com. It features interviews with and photos of people who love the flag so much that they want it permanently drawn on their bodies.

2 The flag is also a **distinct** symbol of Chicago pride. As flag expert Ted Kaye says, "When a police officer or a firefighter dies in Chicago, often it's not

¹ **casket:** *n.* a box in which a dead person is buried

the flag of the United States on his casket.¹ It can be the flag of the city of Chicago. That's how deeply the flag has gotten into the **civic**² imagery of Chicago."

3 Like any good flag, the Chicago flag's design is simple and its **symbolism** is clear. The white areas represent three Chicago neighborhoods. The stripes represent the river and the lake. The stars represent important events in Chicago's history. Its simple but **bold** design is rated highly by flag experts and is probably also the reason it has become so **popular**.

4 Roman Mars moved to Chicago in 2005, and he too fell in love with the flag. Mars is the host and creator of *99% Invisible*—a popular radio show about design and architecture. He's sure that the love for the flag is not just because people love Chicago. In Mars's own words, "I also think that people love Chicago more because the flag is so cool."

² **civic:** *adj.* related to a particular community

UNDERSTANDING MAIN IDEAS

Read the passage. Circle the main idea.

- a The flag of Chicago is important to the identity of the city and its people.
- b The flag of Chicago is a best-selling souvenir for tourists.
- c The flag of Chicago became famous after being featured on a radio show.

UNDERSTANDING SUPPORTING QUOTES

Match each person to the statement that supports their quote.

- 1 Whet Moser The Chicago flag is a symbol of pride for people in the city.
- 2 Ted Kaye People like Chicago more because it has a great flag.
- 3 Roman Mars You can see the Chicago flag all around the city.

UNDERSTANDING DETAILS

Circle **T** for True, **F** for False, or **NG** for Not Given.

- 1 Chicago is one of few cities in the United States that has a flag. **T** **F** **NG**
- 2 Whet Moser has a Chicago flag tattoo. **T** **F** **NG**
- 3 The Chicago flag can be seen during some people's funerals. **T** **F** **NG**
- 4 Experts in flag design like the Chicago flag. **T** **F** **NG**
- 5 Roman Mars has lived in Chicago all his life. **T** **F** **NG**

BUILDING VOCABULARY

A Circle the correct option to complete each sentence.

- 1 **Symbolism** refers to what something _____.
 - a looks like b means or represents
- 2 A flag with a **bold** design is _____ to see or notice.
 - a easy b difficult
- 3 If something is **popular**, many people _____ it.
 - a like b trust
- 4 An example of a barber's **tool** is _____.
 - a a customer b a pair of scissors
- 5 A design that is **distinct** is _____ others.
 - a similar to b different from

B CRITICAL THINKING

Applying What events in your city's history could be represented on a flag? Discuss with a partner.

5D

The worst-designed thing you've never noticed

TED TALKS

ROMAN MARS tells stories about design on the radio. His **mission** is to get people to **engage with** designs they find compelling so that they begin to **pay attention to** all forms of design. He especially loves flags. His idea worth spreading is that a well-designed city flag can be an object of beauty, strengthen civic pride, and have economic benefits.



PREVIEWING


A Read the paragraph above. Circle the correct option for each sentence below. You will hear these words in the TED Talk.

- 1 A **mission** is something you (**need** / **don't need**) to do.
- 2 If you **engage with** something, you (**ignore** / **show interest in**) it.
- 3 When you **pay attention to** something, you (**buy** / **concentrate on**) it.

B Look at these flags of Canada and San Francisco. What do you like about each design?



VIEWING

A  **5.9** Watch Part 1 of the TED Talk. Which flag does Mars prefer? Why? Discuss with a partner.

B Read the following excerpt from Part 1 of the TED Talk. How does the San Francisco flag compare with what you learned about the Chicago flag on page 60? Discuss with a partner.

"So when I moved back to San Francisco in 2008, I researched its flag, because I had never seen it in the previous eight years I lived there."

C ▶ **5.10** Complete the notes below with words from the box. Watch Part 2 of the TED Talk to check your guesses.

bigger	colors	name	enlarge
middle	simple	simplify	writing

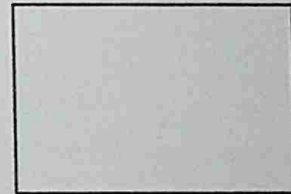
Five principles of flag design	To improve San Francisco's flag:
1 Keep it _____.	Remove the motto.
2 Use meaningful symbolism.	Remove _____.
3 Use only two to three basic _____.	_____ border.
4 Do not use _____ of any kind.	Make the phoenix (bird) _____ and move to _____.
5 Be distinctive.	_____ or stylize the phoenix.

D ▶ **5.11** Watch Part 3 of the TED Talk. Check [✓] the statements that Mars would probably agree with.

- City flags can bring people together. Pocatello has a terrible flag. A good flag should have a trademark symbol.

E CRITICAL THINKING

Applying To design a great flag, Mars says you should first draw a rectangle of this size so that you can see it from a distance. Draw a flag you know in the space to the right. Based on this, does your flag have a good design?



VOCABULARY IN CONTEXT

▶ **5.12** Watch the excerpts from the TED Talk. Choose the correct meaning of the words.

PRESENTATION SKILLS Numbering key points

Numbering your points in your talk (one, two, three, or first, second, third, etc.) can help your audience follow along more easily.

A ▶ **5.13** Watch the excerpt. Notice how the points are numbered.

B ▶ **5.14** Now watch excerpts of TED speaker A. J. Jacobs giving four reasons why a world family tree is important. Circle the numbers you hear.

- 1 One / First 2 Two / Second 3 Three / Third 4 Four / Fourth

C Work in a group. Think of three things you learned in this unit. Then share them using numbers.

I learned three things about flags. First, most cities have them. Second, ...

Meaningful design

COMMUNICATE A new city flag

- A** Work in a group. Look at these city flags. Which one do you like the most? Which one do you like the least? Why?



- B** Work with a partner. You are going to design a new flag for your city. First, write down four or five things that your city is famous for. Think about famous places and historical events.
- C** Work together to design and sketch your flag. Keep Roman Mars's principles of design in mind.

- 1 Keep it simple.
- 2 Use meaningful symbolism.
- 3 Use only two to three basic colors.
- 4 Do not use writing of any kind.
- 5 Be distinctive.



- D** Draw your flag on a bigger sheet of paper. Then present your flag to the class. Explain what the different parts of your flag represent and any other design choices you made.

Talking about meaning

What is the meaning of ...?
What does ... represent?
What does ... symbolize?

It means ...
It represents ...
It symbolizes ...

WRITING My country's flag

Look back at the sketch you drew of the flag on page 63. Do some research and then write about what the flag means.

The design of my country's flag is very simple. It uses three colors—green, black, and white. There are three vertical stripes and in the upper left corner there is a ...