

Power of Design

Introduction

Ask and answer the following questions with a partner.

1. Do you think newspapers can survive in the future?
2. Do you have any ideas about how to improve newspapers?

Vocabulary

advertiser	circulation
laptop	stagnation
handy	redesign
bury	strategy
inexperienced	lesson
art director	workflow
egoistic	budget



Listening I

Watch the video and fill in the missing words.

1. I thought “Oh my God, maybe I can do the same with these boring newspapers.” And I did. We started to _____ them, one by one. The front page became our signature. It was my _____ _____ _____ to talk to the readers.
2. I wanted to make posters, not newspapers. Not even magazines: posters. We were experimenting with _____, with _____, with _____. And we had fun. Soon it started to bring results. In Poland, our pages were named “Covers of the Year” three times _____.



Listening II

Listen to the video and draw lines between the countries and the figures so that they match (You don't necessarily have to draw all six lines.).

Countries	Figures
Poland (after 1 year)	+30%
Poland (after 3 years)	+11%
Bulgaria (after 1 year)	+29%
Bulgaria (after 3 years)	+13%
Russia (after 1 year)	+9%
Russia (after 3 years)	+35%

Listening III

Watch the video and write down two lessons behind the speaker's success.

1. _____

2. _____
