



序号 _____ 学号 _____ 姓名 _____ 班级 _____ 成绩 _____ 类型 U1-L

Listening Comprehension

► **Task 1** In this section, you will hear five short dialogs. After each dialog, there is a recorded question. The dialogs and questions will be spoken only once. When you hear a question, you should choose the correct answer from the four choices marked A, B, C and D.

- 1. A. The man can't make more copies. B. The clerk doesn't like to be troubled.
C. The printer doesn't work. D. She can teach the man how to use the printer.
- 2. A. 6th-9th B. 16th-19th C. 26th-28th D. 26th-29th
- 3. A. at home B. at the design exhibition
C. in the office D. in a phone company
- 4. A. She doesn't want to mention the exhibition.
B. She hasn't gone to see the exhibition yet.
C. She prefers working to seeing the exhibition.
D. She has been spending too much time on her work recently.
- 5. A. She wants the man to change the conditions of the contract again.
B. She will sign the contract with the man.
C. She thinks she can try to work out the conditions of the contract.
D. She wants to discuss the contract with the man again.

► **Task 2** In this section, you will hear two long conversations. After each conversation, there are some recorded questions. The conversations and questions will be spoken twice. When you hear a question, you should choose the correct answer from the four choices marked A, B, C and D.

Conversation 1

- 6. A. She wants to find a company to design a label for her products.
B. She wants to run her own design company.
C. She wants to pick a business partner.
D. She wants to negotiate a contract with Walker Taylor.
- 7. A. Call Walker Taylor. B. Call Mike Daughton.
C. Visit Walker Taylor. D. Visit the website of Powerhouse Group.

Conversation 2

- 8. A. for more than 10 years B. for more than 20 years
C. for only five years D. for just 10 years
- 9. A. in Los Angles B. in Chicago C. in Miami D. in Raleigh

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序号 _____ 学号 _____ 姓名 _____ 班级 _____ 成绩 _____ 类型 U1-W&S

Words and Structures

► **Task 1** Complete each statement by choosing the appropriate answer from the four choices marked A, B, C and D.

1. He _____ himself to protecting our natural resources.
A. contributed B. dedicated C. indicated D. controlled
2. The rent for the four-bedroomed house is _____.
A. functional B. knowledgeable C. affordable D. effective
3. Immigrants are _____ into the community after many years.
A. entered B. taken part C. joined D. integrated
4. You'd better allow _____ the members voting against you.
A. for B. to C. of D. that
5. We had the greatest difficulty _____ getting here in time.
A. imaginative B. imaginatively C. imaginable D. imaginably
6. The factories have _____ the latest technology.
A. adapted B. adopted C. been adapted D. been adopted
7. The two countries _____ friendly relations for many years.
A. maintains B. maintained C. have maintained D. maintain
8. The captain did his best to _____ a sense of unity among the new recruits.
A. create B. encourage C. produce D. make
9. With the desire to _____ improving your capacity to think creatively, you will surely go far.
A. strive with B. strive for C. strive toward D. strive after
10. It's necessary that the problem _____ in some way or other.
A. is settled B. was settled C. be settled D. has been settled
11. While _____ in London, the young engineer picked up some English.
A. staying B. stay C. stayed D. to stay
12. We were talking about the American tourist _____ we met during our trip to the Great Wall.
A. what B. which C. whose D. whom
13. _____ he wouldn't have enough money to buy food for the/a week, he bought an expensive coat.
A. Unless B. Since C. Although D. Till
14. It is important that the committee _____ about the project at once.
A. will be informed B. be informed C. is informed D. being informed

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15. He was now faced with the question of _____ or not she was telling the truth.
 A. that B. if C. what D. whether

► **Task 2** Match the words in the left column with the words in the right column to form names of graphic design. Refer to a dictionary if necessary.

- | | |
|--------------------|------------------|
| _____ 16. color | A. proof |
| _____ 17. visual | B. paper |
| _____ 18. graphic | C. type |
| _____ 19. outdoor | D. tone |
| _____ 20. cover | E. symbol |
| _____ 21. coloring | F. power |
| _____ 22. digital | G. material |
| _____ 23. display | H. advertising |
| _____ 24. type | I. communication |
| _____ 25. creative | J. families |

► **Task 3** Choose among the expressions given below to complete the following statements.

color solid	design studio	color contrast
pale-colored	brand name	graphic design

26. Besides advertising design, computer _____ is also one of our main businesses.
27. I want a _____ dress, so that it can match my white bag.
28. This professional make-up case is inspired by the most famous _____ in France.
29. A good _____ is an important way for consumers to recognize our products.
30. The great _____ in/of this design is the first thing that catches my eye.

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Reading Comprehension

- **Task 1** In this part, you will have 15 minutes to go over the passage quickly and answer the questions.

For Questions 1-7, mark

Y (for YES) if the statement agrees with the information given in the passage;

N (for NO) if the statement contradicts the information given in the passage;

NG (for NOT GIVEN) if the information is not given in the passage.

For Questions 8-10, complete the sentences with the information given in the passage.

If there is one thing I have learned trying to make money online, it is this: you will succeed if you have your own unique product.

This might be your own e-book or even a tangible product that you think might sell well on the Internet. As you probably know, information is what sells best online. Do you have unique information or a very specific area of expertise? Even if you answer “yes”, you must also ask yourself: Is there an online market for my product/service? Otherwise, you may be putting forth a lot of time, money, and effort for little gain.

The following five steps may be helpful to you.

1. Find your own product

To me, an “expert” is a person who knows a subject so well that he can teach or publish a book on the subject. There are many so-called “marketing gurus (专家, 权威)” on the Internet. Most of these guys were just lucky to have the foresight to see the Internet as a place where they could sell products. I wish I had started back in 1995 or 1996. You will notice that most of the “big” names in online marketing started back then. Timing is everything.

Ask yourself: What do you know better than anyone else? What can you offer online that would be of value to a specific group of customers? Can you make things with your hands or with tools? Can you write well? What did you do in the offline world? Can any of this expertise be translated to the Internet? As mentioned above, information is the best-selling online item today. It will probably remain this way for the foreseeable future.

2. Perform a survey

Hopefully, you already have newsletter subscribers or some sort of option list. If so, you can simply send a survey to each one of them. Make it very simple, just yes or no answers. Ideally, just have them be able to click on one link for “yes”, and another link for “no”. Try not to ask more than five questions. Keep your language simple. A lot of my newsletter subscribers are not from the United States.

If you are just starting out, you may have to find an e-zine (电子杂志) that relates to your product or service. Then write to the e-zine publisher and tell him what you need. He might let you run your survey in his e-zine, charging you his usual ad cost. He might even help you with the formatting. Best of all, he might send it out to each of his subscribers as a single ad.

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They might think he is offering the survey. They will be much more likely to answer a survey that seems to be coming from their publisher, someone they know and trust.

If you are lucky, you will get enough responses to come to a logical conclusion. You need at least 25 (this is very minimum). If you don't get at least this many, try another e-zine. Once you have all your responses together, throw out any widely divergent answers.

Here's another way to do the same thing. Start your own e-zine and advertise it in one of those "pay for subscribers" places (like newslettersforfree.com). You can pay as low as \$0.16/subscriber. If you do this, make sure your description is accurate and interesting. This is BY FAR the fastest way to build your own true double option list. One more thing, be sure to let ListBot or Topica (邮件列表服务商) sponsor your newsletter. It's only about \$100/year, but it's well worth it.

3. Price your product/service

If you ask how much people would be willing to pay for your products, and most answer in the range of \$50-\$60, then this is a range you can trust. You must throw out the two guys willing to pay \$80 and \$100, as well as the three persons who would only pay \$25, \$30, and \$35. With these five divergent opinions, I am assuming you have at least 20 persons willing to pay \$50-\$60 for your product/service.

4. Design your web page

Now it's time to think about your web page design. If you are not artistic at all, I would urge you to hire a reasonably priced website designer. The saying "first impressions are important" is even more important on the Internet. My own sites have been very plain and unexciting, and had that "home-made" look about them. Do yourself a favor and hire a professional when you are ready.

5. Market your product online

Think how best to do this. It's not just search engines. Look for specific e-zines whose subscribers might be interested in your products. For example, if you are offering dollhouses for sale (that you make), advertise in dollhouse e-zines and dollhouse websites. You will find your most "likely to buy" customers in these places.

1. If you have unique information or a very specific area of expertise, your product will definitely sell well. _____
2. Most of the "big" names in online marketing started back in 1995 or 1996. _____
3. Information only sells best online nowadays. _____
4. Try to use English when you perform a survey. _____
5. You might be able to run your survey for free in an e-zine. _____
6. Twenty-five responses are enough for you to come to a logical conclusion. _____
7. Your description of product should be long and detailed in your own e-zine. _____
8. After throwing out the five _____ answers, you can conclude that most people are willing to pay \$50-\$60 for your product/service.
9. You'd better hire a website designer with a(n) _____ price because first impressions are quite important on the Internet.

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Unit 1

10. Try to advertise your product in _____ e-zines whose subscribers might be interested in your products.

► **Task 2** Read the following passage and choose the best answer from the four choices marked A, B, C and D.

Branding is not only your logo but also your business name. Great names suggest uniqueness, expertise and class, and tell customers a lot about who you are. When you begin the branding process, think first about your name. Next, think of an image that works with that name. Finally, create a byline, which is a short sentence that describes who you are or what you stand for. Here's an example. I named one of my first coffee bars "Caffé Primavera". In Italian, "Primavera" means springtime. For my logo design I used a Corinthian column with a theme at its base, surrounded by two renaissance angels. The byline I chose was "Coffee Delivered from Heaven".

There are many examples of inspired branding in the coffee world. Let's look at Seattle's Caffé D'arte (Italian for "coffee of art"). Its simple logo incorporates the company name and a cup in a design that uses traditional Italian colors. Its byline, "Taste the Difference", tells you a lot. It indicates this company has traditional Italian coffee and suggests it is a high quality product.

Another Seattle coffee company with impressive branding is Caffé Vita. Its logo design features an Italian clown holding a cup. The image is classy, *whimsical* and reminds me of Carnival in Venice, strengthening the link to Italy, the Mecca of espresso (浓咖啡). The company uses its name and branding in fun and unique ways, probably more so than any other company in the industry.

Recently the company gave away black hats with a decorated logo design that simply said "Caffé Vita". But for the younger crowd, as a very creative and unique *promotional item*, the company created cheap black and white foam baseball hats that from a distance read "VITA SUCKS". Upon closer inspection, you could read small print that said, "VITA is great! What SUCKS is when you can't find any!"

11. What's the main idea of this passage?
- A. When you begin the branding process, think first about your name.
 B. A byline is very important to your branding.
 C. Give your coffee company an impressive branding.
 D. Good branding communicates your company's creativity, knowledge, skills and quality.
12. What is the author's purpose of taking two coffee companies as examples?
- A. He wants to advertise them.
 B. He thinks their branding is strange and ineffective.
 C. He thinks their branding is interesting and impressive.
 D. He believes it's necessary to change their branding often.
13. What does the italicized word "whimsical" (Line 2, Para. 3) mean? It means _____.
- A. unusual and often amusing B. strange and often annoying
 C. strange and often cheating D. plain and often unexciting

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Unit 1

17. How long will the design agreement be in effect?

18. What rights CAN'T the Designer use?

19. Where can you find the Designer's name when you buy Games' products?

20. How will Games pay the Designer for the design of figures?

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Translation

► **Task 1** Match the Chinese expressions in the left column with their English equivalents in the right column.

- | | |
|----------------|---|
| _____ 1. 设计新颖 | A. popular both at home and abroad |
| _____ 2. 款式多样 | B. elegant and graceful |
| _____ 3. 用料上乘 | C. pretty and colorful |
| _____ 4. 结构简单 | D. user-friendly |
| _____ 5. 花色繁多 | E. (of) fine craftsmanship |
| _____ 6. 工艺精湛 | F. a wide selection of colors and designs |
| _____ 7. 用户友善 | G. simple in structure |
| _____ 8. 瑰丽多彩 | H. using selected material |
| _____ 9. 典雅大方 | I. a great variety of styles |
| _____ 10. 驰名中外 | J. novel designs |

► **Task 2** Translate the following sentences into Chinese, paying attention to the italicized parts.

11. Despite all the improvements, *the new design* still has a lot of limitations.

12. In this section, a simplified *flow chart* shows us the design process.

13. It is essential that the overall plan *be mapped out* before any major design work begins.

14. *Designing and printing* business graphics such as business cards, letterheads, posters is just one function of AAA Logo.

15. The choice of objects and templates offered by this logo maker caters for a variety of businesses in almost every industry, such as technology, finance, health care, education and training, travel and tourism, publishing, sports and fitness, food and beverage.

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Unit 1

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Writing

► **Task 1** Match each of the following terms in a Sales Agreement with its Chinese equivalent.

- | | | |
|-------|------------------------------|----------|
| _____ | 1. contracting parties | A. 生效日期 |
| _____ | 2. effective date | B. 交货日期 |
| _____ | 3. validity of agreement | C. 支付方式 |
| _____ | 4. arbitration | D. 条款与条件 |
| _____ | 5. terms of payment | E. 附加条款 |
| _____ | 6. date of delivery | F. 违约终止 |
| _____ | 7. terms and conditions | G. 责任限制 |
| _____ | 8. limitation of liability | H. 仲裁 |
| _____ | 9. termination for breach | I. 协议有效期 |
| _____ | 10. supplementary conditions | J. 订约人 |

► **Task 2** Suppose you are Peter Kevil from Gloria Design Co., Ltd. Write an e-mail to Mr. David Johnson to reply to a logo design enquiry. Your e-mail will be sent to DavidJohnson@hotmail.com.

In this e-mail, you will:

- ◆ express your gratitude for the enquiry;
- ◆ mention your latest catalog attached to this e-mail;
- ◆ suggest a meeting for Mr. David Johnson to discuss his ideas with a designer from your company;
- ◆ suggest the date and place for the meeting.

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日期: _____

单元评估档案 (Unit 1)

	用时		难度			成绩	收获	存在的问题	改进措施
	分	秒	难	中	易				
听力									
词汇与结构									
阅读									
翻译									
写作									
学生建议:									
教师评语:									

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