

Unit 4

Words	Word type	Pronunciation	Translation	Page	Example sentence
advertising	noun	/ˈædvetɪzɪŋ/	Werbe-	44	Listen to an advertising executive talk about the process of designing logos.
age group	noun	/ˈeɪdʒ grʊ:p/	Altersgruppe, Altersklasse	48	This shirt isn't right for my age group .
aim [objective]	noun	/eɪm/	Ziel	47	What was the aim of the meeting?
alarm clock	noun	/əˈlɑ:m klɒk/	Wecker	138	Amazon covers the whole range of products starting with A all the way through to Z, from alarm clocks to zippo lighters.
and so on	idiom	/ænd 'səʊ ɒn/	und so weiter	138	Logos are used on various types of advertising such as TV ads, magazine ads, online catalogues, and so on .
arrow	noun	/ˈærəʊ/	Pfeil	44	What is interesting about the Amazon arrow ?
assess	verb	/əˈses/	bewerten, einschätzen	138	She helped him assess the different designs.
auction	noun	/ˈɔ:kʃn/	Auktion, Versteigerung	43	eBay is the biggest online auction company in the world.
based (on)	adjective	/beɪst/	(auf etw.) beruhen	138	A logo is based on an idea or concept.
beachwear	noun	/ˈbi:tʃweə(r)/	Strand(be)kleidung	48	Their clothes are mainly beachwear !
beard	noun	/bɪəd/	Bart	51	He grew a long beard .
believe	verb	/bɪˈli:v/	glauben	53	I find that hard to believe .
blonde	adjective	/blɒnd/	blond	51	She has blonde hair.
born	verb	/bɔ:n/	geboren	43	He's a French- born Iranian computer programmer called Pierre Omidyar.
brass	noun	/brɑ:s/	Messing	44	Saxophones are usually made of brass .
brief [instruction]	noun	/bri:f/	Einweisung, Briefing	138	The designer is given a brief telling them what the company wants.
canvas	noun	/ˈkænvəs/	Segeltuch	46	The bag was made from canvas .
carat	noun	/ˈkærət/	Karat	42	This 35.56- carat diamond is known as the Wittelsbach-Graff Diamond.
carbonated	adjective	/ˈkɑ:bəneɪtɪd/	kohlensäurehaltig	43	It's made of carbonated water, sugar, vanilla, rare oils, pepsin, and cola nuts.
casually	adverb	/ˈkæʒuəli/	leger	45	You can dress casually on the beach.
chairman	noun	/ˈtʃeəmən/	Vorstandsvorsitzende	132	He made it for the co- chairman of the company, Akio Morita.
check [pattern]	noun	/tʃek/	Karo	139	The colour is great and the check design is really strong.
classic	adjective	/ˈklæsɪk/	klassisch, zeitlos	139	It's a classic design.
clean	verb	/kli:n/	reinigen, putzen	50	Somebody cleans the office every day.
cleverly	adverb	/ˈklevəli/	ausgeklügelt	138	The designers very cleverly made the shape of the wing.
co-	prefix	/kəʊ/	Ko-, Mit-	132	He made it for the co -chairman of the company.
collector	noun	/kəˈlektə(r)/	Sammler-	42	I'm a stamp collector .
colourful	adjective	/ˈkʌləfl/	farbenfroh, bunt	53	I think it's a bit too colourful and with too many things on one page.
combination	noun	/ˌkɒmbɪˈneɪʃn/	Kombination	48	Choose designs for combinations of the following.
comic	noun	/ˈkɒmɪk/	Comic	138	It's a comic that was published in the 1930s.
concept	noun	/ˈkɒnsept/	Konzept	138	A logo is based on an idea or concept .
contribute	verb	/kənˈtrɪbjʊ:t/	beitragen	47	Can you contribute to the task?
cover [include]	verb	/ˈkʌvə(r)/	abdecken	138	This suggests that Amazon covers the whole range of products.

curve	noun	/kɜ:v/	Bogen	138	The designers very cleverly made the shape of the wing into the simple curve .
data	noun	/'deɪtə/	Daten	51	Sales data will be released at the end of the month.
definitely	adverb	/'defɪnətli/	definitiv	139	The colour works well for men and women but the design is definitely for men.
diamond	noun	/'daɪəmənd/	Diamant	42	The diamond was found in South Africa.
divorced	adjective	/'dɪvɔ:st/	geschieden	51	She isn't married. She's divorced .
dress	verb	/dres/	sich kleiden	45	She can dress casually tonight.
drunk	adjective	/drʌŋk/	betrunken	50	The accident was caused by a drunk driver.
easy-going	adjective	/'i:zɪ'gəʊɪŋ/	locker, lässig	45	She is easy-going and never gets angry.
edition	noun	/'ɪdɪʃn/	Ausgabe	50	They published a new edition of the book last year.
efficient	adjective	/'ɪfɪʃnt/	effizient	46	Edinburgh has an efficient bus and tram system.
electric guitar	noun	/'ɪlektɪk grɪ'tɑ:(r)/	elektrische Gitarre	137	It's an electric guitar that is still played by a lot of guitarists.
empty	adjective	/'empti/	leer	51	The empty bottles are taken back to the factory.
environment	noun	/'ɪnvəɪrənmənt/	Umwelt	138	They want to have an image that says they care about the environment .
estimate	verb	/'estɪmeɪt/	schätzen	138	They estimate the guitar to be worth 5 million dollars.
everyday	adjective	/'evrɪdeɪ/	täglich	46	This is a casual bag for everyday use.
executive	noun	/'ɪgzekjətɪv/	Führungskraft	44	Listen to an advertising executive talk about the process of designing logos.
face [watch]	noun	/feɪs/	Zifferblatt	46	The watch has got a round face .
fair-haired	adjective	/'feə 'heəd/	blond	51	He is fair-haired and has blue eyes.
fill up	phrasal verb	/fɪl ʌp/	auffüllen	52	You can take the water tank out to fill it up .
flexible	adjective	/'fleksəbl/	flexibel	138	So a good logo is flexible and it works when it's very small or very big.
foot/feet [height]	noun	/fʊt/ /fi:t/	Fuß, Fuss (Schweiz)	45	She is about five feet four inches tall.
forbidden	adjective	/'fɒ'bɪdn/	verboten, untersagt	50	Smoking is forbidden .
formal (clothes)	adjective	/'fɔ:ml/	formell	46	Please wear formal clothes to dinner.
frequent	adjective	/'fri:kwənt/	häufig	132	He wanted to listen to operas during his frequent trans-Pacific flights.
gender	noun	/'dʒendə(r)/	Geschlecht	48	What gender are the clothes for?
generally	adverb	/'dʒenrəli/	gewöhnlich, generell	48	Everyone generally agrees about the designs.
goddess	noun	/'gɒdes/	Göttin	138	The shape actually comes from the wing of the Greek goddess Nike.
grass	noun	/'grɑ:s/	Rasen	43	Football is played on grass with a ball.
handle	noun	/'hændl/	Henkel	138	It's got a handle at the top to make it easy for carrying.
handout [document]	noun	/'hændaʊt/	Handreichung, Handout	139	The design details are on the handout and we have some samples on the table.
hard-wearing	adjective	/'hɑ:d 'weərɪŋ/	strapazierfähig	139	The material isn't that hard-wearing .
height	noun	/haɪt/	Höhe, Größe, Grösse (Schweiz)	45	Do you remember her height ?
huge	adjective	/'hju:dʒ/	riesig	138	There is a huge Apple logo on the front of their main store.
image [impression]	noun	/'ɪmɪdʒ/	Image	138	The colour yellow also presents a positive image .

image [picture]	noun	/ˈɪmɪdʒ/	Bild-	42	<i>The pages were scanned into digital image files.</i>
improvement	noun	/ɪmˈpruːvmənt/	Verbesserung	53	<i>Personally, I think the new website is a big improvement.</i>
indeed	adverb	/ɪnˈdiːd/	allerdings	138	<i>Indeed, and it cost just ten cents when it was first published.</i>
inefficient	adjective	/ˌɪnɪˈfɪjnt/	ineffizient	46	<i>The clothes were inefficient at keeping the rain out.</i>
instruction	noun	/ɪnˈstrʌkʃn/	Anweisung	52	<i>Now, let's move on to the next instruction on the agenda.</i>
instrument	noun	/ˈɪnstɹəmənt/	Instrument	44	<i>A guitar is a musical instrument.</i>
interested (in)	adjective	/ˈɪntrestɪd/	interessiert	51	<i>He's interested in films and he often goes to the cinema.</i>
item [on an agenda]	noun	/ˈaɪtəm/	Punkt	47	<i>The first item on the agenda is 'Sales trends in Europe'.</i>
jeweller	noun	/ˈdʒuːələ(r)/	Juwelier(in)	42	<i>The diamond was purchased by the London jeweller, Laurence Graff, for \$23.4 million in 2008.</i>
laser pointer	noun	/ˈleɪzə(r) ˈpɔɪntə(r)/	Laserpointer	43	<i>One of the first items that sold was a broken laser pointer for \$15.</i>
launch	verb	/lɔːntʃ/	lancieren, einführen	132	<i>Are you ready to launch the product?</i>
launch	noun	/lɔːntʃ/	(Markt)einführung	139	<i>How do you feel about the new product launch?</i>
leather	noun	/ˈleðə(r)/	Leder	46	<i>A leather jacket can be expensive.</i>
licensing	noun	/ˈlaɪsɪnsɪŋ/	Lizenzvergabe, Lizenzierung	42	<i>A CD-ROM version was released by the digital image licensing company Corbis in 1997.</i>
lighter	noun	/ˈlaɪtə(r)/	Feuerzeug	138	<i>Amazon covers the whole range of products starting with A all the way through to Z, from alarm clocks to zippo lighters.</i>
link	verb	/lɪŋk/	verbinden	138	<i>An arrow is used to link the letters A and Z in the Amazon logo.</i>
long-lasting	adjective	/ˌlɒŋ ˈlɑːstɪŋ/	beständig, langlebig	52	<i>It's made of tough, long-lasting leather.</i>
look [fashion]	noun	/lʊk/	Look	139	<i>This shirt has a casual look and would look good with jeans.</i>
make a start	idiom	/meɪk ə ˈstɑːt/	anfangen	47	<i>Shall we make a start to the meeting?</i>
maker	noun	/ˈmeɪkə(r)/	Hersteller	44	<i>Samsung is a famous mobile phone maker.</i>
management [bosses]	noun	/ˈmænɪdʒmənt/	Management, Geschäftsleitung	50	<i>Management introduced a new security system last month.</i>
market [area]	noun	/ˈmɑːkɪt/	Markt	48	<i>The designs are for the UK and Brazilian markets.</i>
market research	noun	/ˌmɑːkɪt ˈriːsɜːtʃ/	Marktforschung	53	<i>Frank thinks they should do some market research first.</i>
material	noun	/məˈtɪəriəl/	Material	44	<i>Denim is a type of material used to make jeans.</i>
medium-build	adjective	/ˈmiːdiəm bɪld/	mittlerer Körperbau	51	<i>She is a medium-build athlete.</i>
microscope	noun	/ˈmaɪkrəskəʊp/	Mikroskop	50	<i>When was the microscope invented?</i>
name after	verb	/neɪm ˈɑːftə(r)/	nach (etw./jmdm.) benannt sein	44	<i>It's named after a town in Finland.</i>
nearly	adverb	/ˈniəli/	nahezu	42	<i>This painting was sold for nearly \$120 million in 2012.</i>
net	noun	/net/	Netz	43	<i>It is played on grass using a ball, a net, and two rackets.</i>
not break the bank	idiom	/nɒt ˌbreɪk ðə ˈbæŋk/	nicht die Bank sprengen, (jmdn.) nicht bankrott machen	52	<i>Best of all, it's very cheap so it doesn't break the bank.</i>

opera	noun	/'ɒpərə/	Oper	132	Akio Morita wanted to listen to operas during his frequent trans-Pacific flights.
originally	adverb	/ə'ɪdʒənəli/	ursprünglich	137	Back in the sixties, Jimi Hendrix's guitar was bought originally in New York for around 200 dollars.
outgoing	adjective	/'aʊtɡəʊɪŋ/	kontaktfreudig	51	He has a very outgoing personality.
peacock	noun	/'pi:kɒk/	Pfau	44	The NBC logo is a peacock .
performance [business]	noun	/pə'fɔ:məns/	Leistung	47	The main aim today is to review our recent sales performance .
performance [musical]	noun	/pə'fɔ:məns/	Darbietung, Auftritt	137	His performance at the music festival was a really important stage of his career.
personality	noun	/'pɜ:sə'næləti/	Persönlichkeit	45	How would you describe your personality ?
pharmacist	noun	/'fɑ:məsɪst/	Pharmazeut(in)	43	Brad's Drink was created by Caleb Bradham, a pharmacist from North Carolina, USA in 1893.
point [opinion]	noun	/pɔɪnt/	Standpunkt	139	I see your point , but it could work for hiking or maybe cycling.
position (in the market)	verb	/pə'zɪʃn/	positionieren	139	We would like to get some comments on the designs and some help to position them in the market.
possession	noun	/pə'zefn/	Besitz	45	How would you describe your favourite possession ?
practical	adjective	/'præktɪkl/	praktisch	139	I love this one! It's very pretty but practical .
present	verb	/'prɪzent/	vermitteln	138	The colour yellow can present a positive image.
price	verb	/'praɪs/	bewerten, einen Preis (für etw.) festsetzen	46	Could you price that for me please?
problem solving	noun	/'prɒbləm solvɪŋ/	Problemlösung	45	Are you any good at problem solving ?
process	noun	/'prəʊses/	Prozess	44	Do you know anything about the process of designing logos?
profitable	adjective	/'prɒfɪtəbl/	profitabel, rentabel	138	So this comic was the start of a very successful and profitable brand.
public	adjective	/'pʌblɪk/	öffentlich	42	The Codex is put on public display once a year in a different city around the world.
purchase	verb	/'pɜ:tʃəs/	kaufen	42	Do you want to purchase the diamond?
quiet [personality]	adjective	/'kwaɪət/	ruhig	51	She's retired and very quiet .
racket	noun	/'ræktɪ/	Schläger	43	You need a racket to play Sphairistike.
rare	adjective	/'reə(r)/	selten	43	It is made with carbonated water, sugar, vanilla, rare oils, pepsin, and cola nuts.
reasonably	adverb	/'ri:znəbli/	günstig	46	The bag was very reasonably priced.
register	verb	/'redʒɪstə(r)/	registrieren	128	It's important to register the name of your company.
release	verb	/'ri:li:s/	herausbringen, veröffentlichen	42	Corbis decided to release the CD-ROM in 1997.
reminder	noun	/'rɪ'maɪndə(r)/	Erinnerung	139	A reminder will go out a little nearer the time.
retired	adjective	/'rɪ'taɪəd/	im Ruhestand, pensioniert	51	He is a retired headmaster.
review	verb	/'ri:vju:./	überprüfen	47	The main aim today is to review our recent sales performance.
round [shape]	adjective	/'raʊnd/	rund	46	The watch has a round face.
sample	noun	/'sɑ:mpəl/	Muster	139	The design details are on the handout and we have some samples on the table.

satisfied	adjective	/ˈsætɪsfaɪd/	zufrieden	138	<i>The designer may be asked to do a second set of designs if the company is not satisfied.</i>
scan [copy]	verb	/skæn/	(ein)scannen	42	<i>You can scan a page to turn it into a digital image file.</i>
search engine	noun	/sɜːtʃ ˈendʒɪn/	Suchmaschine	128	<i>Google is a search engine.</i>
sense of humour	idiom	/sens əv ˈhjuːmə(r)/	Sinn für Humor	45	<i>He has a good sense of humour.</i>
set [group]	noun	/set/	Satz	138	<i>The designer may be asked to do a second set of designs.</i>
shape	noun	/ʃeɪp/	Form	138	<i>The shape of the logo actually comes from the wing of the Greek goddess Nike.</i>
shy	adjective	/ʃaɪ/	schüchtern, scheu	45	<i>She's quite shy.</i>
sleeve	noun	/sliːv/	Ärmel	139	<i>The short sleeves on this top are great for the summer.</i>
smart [well-dressed]	adjective	/smɑːt/	schick	45	<i>You look very smart in your new suit.</i>
smartly	adverb	/smɑːtli/	elegant	45	<i>He dresses smartly when he is meeting customers.</i>
square [shape]	adjective	/skweə(r)/	quadratisch	138	<i>It's got a square face and the time is shown in digital numbers.</i>
state	verb	/steɪt/	(be)nennen	47	<i>State the aim of the meeting.</i>
steal	verb	/stiːl/	stehlen	42	<i>It is wrong to steal paintings.</i>
steel	verb	/stiːl/	festigen, stählen	42	<i>He hoped that his inspirational talk would steel the youths in the pursuit of their dreams.</i>
steel	noun	/stiːl/	Stahl	46	<i>It's made of steel.</i>
step [process]	noun	/step/	Schritt	138	<i>Deciding what they want is the first step.</i>
stone [diamond]	noun	/stəʊn/	Stein	42	<i>The stone was found in India about 400 years ago.</i>
strap	noun	/stræp/	Band, Riemen, Träger	138	<i>The bag strap is black and green and made of plastic.</i>
strip [line]	noun	/striːp/	Streifen	138	<i>It's mainly black with a silver strip for the logo.</i>
stylish	adjective	/ˈstaɪlɪʃ/	stilvoll, stylish (colloq.)	52	<i>The design is stylish.</i>
swimwear	noun	/ˈswɪmwɛə(r)/	Bade(be)kleidung	48	<i>The first item on the agenda is swimwear.</i>
symbol	noun	/ˈsɪmbl/	Symbol	44	<i>The Amazon logo is a smile symbol.</i>
take (someone) through (something)	phrasal verb	/teɪk θruː/	(etwas) mit (jemandem) durchgehen	139	<i>Laura, would you like to take us through these designs?</i>
talkative	adjective	/ˈtɔːkətɪv/	gesprächig	45	<i>Lena is very talkative.</i>
tall	adjective	/tɔːl/	groß, gross (Schweiz)	45	<i>At six foot, Bill is quite tall.</i>
tank [container]	noun	/tæŋk/	Tank	52	<i>You can take the water tank out to fill it up.</i>
tick	noun	/tɪk/	Häkchen	138	<i>Take the Nike swoosh or tick symbol.</i>
totally	adverb	/ˈtəʊtəli/	vollkommen	139	<i>I totally agree with you.</i>
tough	adjective	/tʌf/	robust, widerstandsfähig	46	<i>Leather is quite a tough material.</i>
trans-	prefix	/trænz-/	trans-	132	<i>He wanted to listen to operas during his frequent trans-Pacific flights.</i>
transfer [move]	verb	/ˈtrænsfɜː(r)/	übertragen	138	<i>We need to transfer the logo onto the products.</i>
uncomfortable	adjective	/ʌnˈkʌmfɪtəbl/	unbequem	46	<i>These clothes are uncomfortable.</i>
useless	adjective	/ˈjuːsləs/	nutzlos, unbrauchbar	46	<i>This watch is useless. It must be broken.</i>
user	noun	/ˈjuːzə(r)/	(Be)nutzer(in)	128	<i>Now it is known and used by Internet users all over the world.</i>

valuable	adjective	/ˈvæljuəbl/	wertvoll	42	<i>Do you know any other objects that are very valuable?</i>
value [belief]	noun	/ˈvæljuː/	Wert	138	<i>So they discuss the image of the company, what the values of the company are, and how the logo will work with their products.</i>
value [worth]	noun	/ˈvæljuː/	Wert	42	<i>Put them in order of value.</i>
vanilla	noun	/vəˈnɪlə/	Vanille	43	<i>It's made of carbonated water, sugar, vanilla, rare oils, pepsin, and cola nuts.</i>
version	noun	/ˈvɜːʃn/	Version	42	<i>The pages were scanned into digital image files and turned into a CD-ROM version.</i>
waterproof	adjective	/ˈwɔːtəpruːf/	wasserbeständig, wasserdicht	138	<i>It's made of strong, waterproof material.</i>
weak	adjective	/wiːk/	schwach	46	<i>The plastic is very weak.</i>
weigh	verb	/weɪ/	wiegen	138	<i>It's very light. It weighs only 66 grams.</i>
wing	noun	/wɪŋ/	Flügel	138	<i>The shape actually comes from the wing of the Greek goddess Nike.</i>
work [be suitable]	verb	/wɜːk/	funktionieren	48	<i>I think it would work for the men's market in the UK for hiking.</i>