

READING

A. You are going to read the meaning of colours. For questions 1-4, choose the answer (A, B, or C) which you think fits best according to the text.

For most of us, a rainbow of colours envelope our lives. Over 80% of visual information is related to colour. What colours and combinations of colours stimulate people to be interested in different things? What colours make us feel pleasure or disapproval, hot or cold, to be attracted or repelled, our appetite stimulated or suppressed?

“Colours convey messages that go beyond ethnic, racial, or gender boundaries.” According to a 1997 survey by Cooper Marketing Group, Oak Park, IL, power is represented by the color scarlet red for 25% of respondents, black for 17% and bright violet blue for 13 %. Other associations with colours are specific to a culture or regions. Mixing appropriate amounts of different colours however can neutralise inherent negative cultural connotations.

Web design which achieves successful marketing results, is sensitive to the cultural, instinctual and iconic meanings of colour in relation to the product being promoted and considers the cultural backgrounds and gender of the targeted clientele. Adding textures can alter colours - a roughly textured surface makes a colour seem darker, while a smooth surface lightens the same colour.

Colour trends may defy instinctual, cultural and iconic limitations- for example, the recent craze for vivid lime green. As Jill Morton says: "Psychologically, the 'anti-aesthetic' colours may well capture more attention than those on the aesthetically-correct list.

1. A. All the visible information is related to colour.

B. Less than 80% of visual information is related to colour.

C. More than 80% of visual information is related to colour.

2. According to the survey carried out by Cooper Marketing Group,

A. power is represented by the bright red colour

B. power is represented by the red colour

C. power is represented by the colour blue

3. **A.** When a surface is rough, it makes a colour seem darker.

B. When a surface is rough , it makes a colour darker brighter.

C. A rough or a smooth surface lets the colour the same.

4. According to Jill Morton the recent craze for vivid lime green happened

A. because the 'anti-aesthetic' colours may draw less attention.

B. because the “aesthetic” colours may draw more attention.

C. because the 'anti-aesthetic' colours may draw more attention.

B. The following people, all want to go on a day trip. Below you can see details of places to visit. Decide which place would be the most suitable for each person.



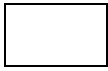
1. Marco studies physics and is interested in anything to do with science. He'd like to visit somewhere to see some examples of early mechanical engines.



2. Gemma wants to take her 5-year-old to see some animals. She'd also like to look around some shops to buy something for her mother's birthday.



3. Ingrid's eldest daughter is learning about English history and would like to go somewhere to bring this subject to life. Ingrid is really interested in flowers.



4. Trevor is an artist and enjoys drawing wildlife. He recently visited a zoo and drew large animals and would like to try sketching something smaller.



A: Stratford Butterfly Farm

The biggest butterfly farm in Europe. Whatever the weather come and see these beautiful creatures as they would live in their natural environment. Walk around a tropical rainforest as butterflies fly freely around you. See them as they come into the world in the Caterpillar Room. And don't miss Insect City where you can view huge spiders and our very own scorpion colony!

B: Warwick Castle

Regarded by many as Britain's greatest Medieval Castle. Visit exhibitions, climb the castle towers, relax as you walk around the gardens, designed and created in 1753 by Capability Brown. Experience the preparations for battle in the Kingmaker exhibition or witness a Victorian Royal Weekend. And if your interest is more in the darker side of the Castle's history visit The Castle Dungeon

C: ThinkTank

At Thinktank you will find four floors of hands-on exhibits and historical collections that will amaze and inspire you, showing you the science of the world all around us from the past, the present and the future. From galleries and exhibitions to an exciting programme of events and activities, there is something for everyone to

enjoy, whether your interest is steam engines, looking into deepest space or seeing how doctors perform life-saving surgery

D: Hatton Country World

If you're keen on seeing unique crafts and craft work side-by-side with antique shops and a traditional butchers shop, Hatton Country World is the place for you. As well as these wonderful shops you'll be able to enjoy the Farm Park with many farm animals to help keep the kids entertained.

E: National Sea-Life Centre

You wouldn't expect to bump into a hammerhead shark whilst visiting Brum city centre. But yes, it's true, The National Sea Life Centre in Birmingham is the only aquarium in the UK where you can see this creature along with our Sea Dragons from Australia and baby stingrays from the Amazon. We guarantee an experience you'll never forget.