ROUND #13

The Secret Story Behind The Starbucks Logo

Source:Fast Company

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알림 Notice

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1. Vocabulary   *Check the meaning of these words/expressions in the dictionary.*

💡 Today's Expression(오른쪽 링크 클릭) - <u>Asking for a friend</u>

QR코드를 통해 Asking for a friend의 설명 영상을 보실 수 있습니다.

- Definition
- Example

1. **Ripple** (verb) -
ex)

"Her eyes command a warm confidence, her hair *ripples* as an ocean wave that laps provocatively over her chest."

2. **Beckon** (verb) -
ex)

"*Beckoning* you into the store to grab a latte or a pastry."

3. **Symmetry** (noun) -
ex) The butterfly's wings were a perfect example of **symmetry**.

"She's beautiful and of course she's beautiful because her face looks like its' a piece of perfect *symmetry*."

4. **Siren** (noun) -
ex)

"But the secret you've probably never noticed about the *siren* is that while her features look symmetrical, they're actually asymmetrical."

5. **Asymmetrical** (adjective) -
ex)

"But the secret you've probably never noticed about the siren is that while her features look symmetrical, they're actually *asymmetrical*."

6. **Iterations** (noun) -
ex)

"They made it a little bit skinnier, a little more model like, and eventually they really did succeed in making her perfect and they had her up on the wall alongside many different *iterations*."

7. **Pseudo** (adjective) -
ex)

"She looked a little bit like a *pseudo* person. What the designers realized was they'd made a mistake, they'd made her too symmetrical."

2. Listening Drill

[Narrator] Her eyes _____, her hair ripples as an ocean wave that _____ over her chest. As the face of Starbucks since 2011 the siren logo is alluring by design.

Beckoning you into the store to grab a latte or a pastry. Her face is so perfect it's its own mirror, with the left and right sides copied to match up like a Rorschach test.

She's beautiful and of course she's beautiful because her face looks like its' a piece of perfect symmetry. And we've long studied symmetry as the _____ of beauty.

But the secret you've probably never noticed about the siren is that while her features look symmetrical, they're actually asymmetrical.

Look at the right side of her nose and you'll see a shadow that _____ a little bit lower. I talked to Lippincott who actually developed this logo for Starbucks in 2011 and it's a pretty funny story.

Lippincott's _____ rethink this logo and they decided, along with Starbucks, to break the siren out and to _____. When they were doing that they decided they had to also make her more perfect.

If she was going to be zoomed in in her big close up on the cover of packaging, on the front of stores, they wanted her to be perfect. So they slowly started refining her face to be perfect. They made it a little bit skinnier, a little more model like, and eventually they really did succeed in making her perfect and they had her up on the wall alongside many _____ and they couldn't figure out why her face just sort of looked like a dead mask.

She didn't look friendly, she looked a little bit creepy. She looked a little bit like a _____. What the designers realized was they'd made a mistake, they'd made her too symmetrical.

So what they did was they went back to the drawing board, they added a little bit more curve to the entire design, but they really focused on the shadow of the face and adding just a little bit of asymmetry. Honestly it's just a few pixels in a logo, but look at it and it makes all the difference in the world.

3. Summary

Summarize what you have seen/heard in two or three sentences
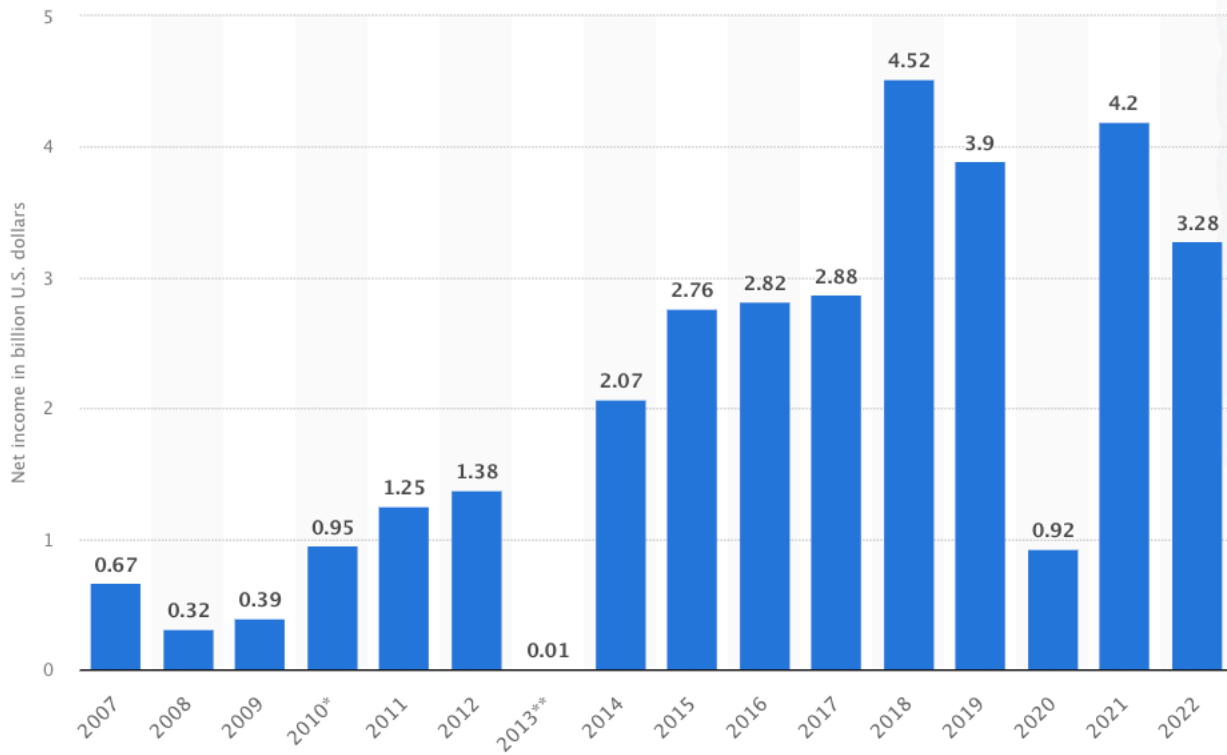
Tip.

Answer the questions using vocabularies that you learned in the vocabulary section.

4. Describing The Chart

Describe what is the general idea being expressed by the graph. Discuss it to your class.
Try to interpret what you see in the chart.

Net income of Starbucks from 2007 to 2022

(in billion U.S. dollars)

Year	Net income in billion U.S. dollars
2007	0.67
2008	0.32
2009	0.39
2010*	0.95
2011	1.25
2012	1.38
2013**	0.01
2014	2.07
2015	2.76
2016	2.82
2017	2.88
2018	4.52
2019	3.9
2020	0.92
2021	4.2
2022	3.28

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Net income of Starbucks 2007-2022

Published by Statista Research Department, Nov 29, 2022

Global coffeehouse chain Starbucks reported a net income amounting to 3.28 billion U.S. dollars during the 2022 financial year. This reflects a decrease over the previous year's total of 4.2 billion.

Questions

1. What 's the take away of the graph?

2. What extra information can help you understand the graph even better?

3. Do you have any interesting findings? What's your guess about it?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins.

Easy

1. What is your favorite coffee brand? Do you frequently use Starbucks in Korea? What do you think about Starbucks in Korea?

2. Do you know the story behind your company's logo, and if so, can you share it with the group?

Average

1. Have you ever been attracted to a store or brand based on their logo or design?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins

Average

2. Can you think of any other examples where a company has made a mistake in their branding or design?

Difficult

1. Do you think companies like Starbucks rely too heavily on their branding and logo design to attract customers, rather than the quality of their products? Why or why not?

Note1

Date: Topic

Expression of the Day

Write Down idioms/ phrasal verbs that you learned in the sessions

Have you used today?

Week 1. _____   Yes   No

Week 2. _____   Yes   No

Words of the Day

Please write down vocabularies and idioms that you have learned at Talksharp and try to practice them in your own sentences today. Once you use any of them today? Please cross them out.

Useful Sentences

Video Script is a good source to enhance your verbal sentences. Put a note of sentences that you want to learn

Today's Correction

Write down today'correction.

Note 2

Please write down Korean sentences difficult for you to convey in English

Sentence1

_____

Sentence2

_____

Sentence3

_____

Please write sentences above in English so that you could never fail again

Sentence1

_____

Sentence2

_____

Sentence3

_____

Put a note of vocabularies or idioms that you want to learn