

Pearson Test of English General

Practice Test 2: Written Test

Level 5
Proficient



July 2011

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Please check the table below for the total time given to complete the written test at this level and score points available for each section. Please use the accompanying audio files for sections 1-3. Answer keys and transcripts are provided at the back of this document.

Sections	Skills	Score points	Level A1	Level 1	Level 2	Level 3	Level 4	Level 5
1	Listening	10	1 hour 15 mins	1 hour 35 mins	1 hour 35 mins	2 hours	2 hours 30 mins	2 hours 55 mins
2	Listening and Writing	10						
3	Listening	10						
4	Reading	5						
5	Reading	5						
6	Reading	8						
7	Reading	7						
8	Writing	10						
9	Writing	10						

The written test is scored out of **75 points** in total at all levels. Please see the *Guide to PTE General* at this level for further information.

Please note: The design of the practice tests is not identical to actual PTE General tests.

SECTION 1

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You will have 10 seconds to read each question and the corresponding options. Then listen to the recording. After the recording you will have 10 seconds to choose the correct option.

Put a cross in the box next to the correct answer, as in the example.

Example. What is the speaker doing?

- A recommending an action
- B criticising a practice
- C explaining a process

1. What is the speaker describing?

- A a sports event.
- B a journey.
- C a theatrical event.

2. What does the report suggest the detectives know?

- A how the woman was taken.
- B where the woman was taken to.
- C where the woman disappeared.



3. What does the woman think about the man?

- A He has done as much as he can.
 - B He is over-obsessed by the project.
 - C He has not appreciated his achievement.
-

4. What does the woman think about the design of the object?

- A It is not to her taste.
 - B It is inappropriate.
 - C It is of the wrong material.
-

5. Why does the man think people buy designer label clothes?

- A to give them status.
 - B to guarantee quality.
 - C to make them distinctive.
-

6. Who are the speaker's clients?

- A designers.
- B buyers.
- C manufacturers.



7. What does the speaker think university careers advisors should do?

- A give more useful advice.
 - B rethink their procedures.
 - C be more sympathetic.
-

8. Who are the speakers?

- A two job applicants.
 - B two interviewers.
 - C interviewer and job applicant.
-

9. What is the speaker doing?

- A warning.
 - B demanding.
 - C speculating.
-

10. What is the speaker referring to?

- A lack of incentive.
- B importance of experience.
- C fear of unemployment.

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(10 marks)



SECTION 3

Leave blank



You will hear a radio broadcast about job prospects for young people. First, read the notes below then listen and complete the notes with information from the broadcast. You will hear the recording twice.

Example. Reason for reduction in recruitment of newcomers: *economic downturn*.

- 12 Period covered by the survey:.....
- 13 Reason for growth in summer unemployment figures:..... of students looking for work.
- 14 What will increase amongst graduates looking for jobs:.....
- 15 Confidence levels re job prospects amongst current students:.....
- 16 Advantages of developing skills:.....



SECTION 3 CONTINUED

Leave
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You will hear part of a presentation about company logo design. First, read the notes below then listen and complete the notes with information from the presentation. You will hear the recording twice.

Example. Logos make companies easy to *recognise*

- 17 Leave the logo design to the.....
- 18 Make the logo memorable and avoid having to re-design it by not using.....
- 19 Complex designs are best avoided so that, when printed small, they.....
- 20 Don't overstate the importance of colour. Logos should look just as good.....
- 21 Currently an increasing number of companies.....

(10 marks)

That is the end of the listening section of the test. Now go on to the other sections of the test.



SECTION 4

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Read each text and put a cross (X) by the missing word or phrase, as in the example.

Example.

Pre-existing conditions

Please note: you will not be covered for any pre-existing medical conditions that you may have. A condition will be considered pre-existing if it is a condition you have received treatment for, or one you knew about or, in our reasonable opinion, you.....

- A were not aware of
- B need treatment for
- C should have known about

22.

The team has been flying and doing fantastically well this season. When that happens expectations get raised but maybe people are expecting too much too soon andwill serve as a reminder that you can get a little carried away, but we need to keep our feet on the ground.

- A our last result
- B our future results
- C our final result



23.

Welcome to JobCentreOnline, the public Employment Service website. JobCentreOnline contains all the JobCentres' current vacancies as well as linking to job vacancies in 29 European countries via the European Job Mobility Portal. the Social Security Agency, the site also has details of work related benefits.

- A At the same time as
- B In partnership with
- C With reference to

24.

Tells you what you need to know about web-site design in plain language, with understandable examples, in a format that won't test your techno decoding skills. Whether you're..... Web design, thinking about constructing a corporate intranet site, or planning to retool a mature Web site, this little book is a gem.

- A an expert in
- B about to finish a
- C just starting out in

25.

There is one difficult fold in the whole of this paper aeroplane. It is a unique design and (I think) a bit weird but really flies well in a straight line as a glider. It will accept a bit of poor folding too, so if some of the other designs don't fly well for you.

- A a good one to try
- B shouldn't be tried
- C won't be different



26.

Work on this site has unfortunately been halted to enable a team of expert archeologists to excavate, following the discovery of items of historical interest. We will keep you informed of the progress of the excavation and of a date when we will be able to resume construction.

- A until further notice
- B in sufficient time
- C by today or tomorrow

(5 marks)

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SECTION 5

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Read the passage and answer the questions below.
Put a cross (X) in the box next to the correct answer, as in
the example.

Why is the 21st century making us miserable?

We've built an all-encompassing web of technology dedicated to avoiding people. We shop online so we can avoid people in the supermarket. We spend a fortune on a home theatre system so we can avoid the annoyance of going to the cinema. Filter from your world that chatty person next to you in a queue by plugging in your iPod and texting your mates.

The problem is that tolerating annoyance is necessary in a world populated by other people who aren't you. As long as you have needs, you'll have to deal with people you can't stand from time to time. Technology is ensuring we lose that vital ability.

These days, whatever your interests, you can find a forum and meet a dozen people just like you. Say goodbye to the painful process of dealing with somebody who's different. That's another Old World inconvenience. Fifty years ago people were unable to filter their peers in this way, but still managed to have more close friends than we have now – people they could trust.

They say 40 percent of your personality is lost in the text transition, so do your online friends even really know you? How often do they get a different message than the one you sent? For example, sarcasm is just mismatching the words with the tone. So how can we effectively communicate by text or email? In face-to-face conversation, only 7% of meaning is in the words; the rest is nonverbal.

We are losing the art of criticism and gaining the ability to insult, especially online. In my time online I've been insulted lots, but I've been criticized very little. Don't ever confuse the two. Criticism is someone trying to help you, by telling you something about yourself that you were a little too comfortable not knowing. Your response to this criticism helps build trust with friends over time. Tragically, these common quirks and vulnerabilities that real friendships are built on are disappearing online.

We are programmed by evolution to need to do things for and with people, to interact face to face. Most office jobs these days make us miserable because we don't get physical, tangible results from our work. Do some building work out in the hot sun for two months, and you can say, "I built that. That's my work." Work for two months in your office and what have you achieved?

So why not turn off the computer, go outdoors and re-connect with the real world? That feeling can't be matched by anything the Internet has to offer, but I guess we are too far down the line.

Example. By the phrase 'technology dedicated to avoiding people', the writer is being

- A ironic.
- B truthful.
- C naïve.



27. The second paragraph claims that technology

- A erodes our social skills.
 - B refocuses our social skills.
 - C identifies a new set of social skills.
-

28. The implication is that, compared with fifty years ago, people now make friends more

- A conveniently.
 - B superficially.
 - C appropriately.
-

29. According to the author, online contacts frequently

- A fail to receive messages.
 - B misinterpret messages.
 - C misplace messages.
-

30. The author says that online friendships

- A encourage mutual criticism.
 - B involve an element of disagreement.
 - C ignore key elements of relationships.
-

31. The inference of the article is that technology

- A allows us to express ourselves fully.
- B helps us develop more friendships.
- C contradicts our natural instinct.

Leave
blank

(5 marks)



SECTION 6

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Read the newspaper article below and answer the questions.

Building design is about to become a lot less trendy and a lot more functional.

Lower demand, lack of finance and the ensuing struggles of materials suppliers have ensured the demise of the 'let's see how complicated we can make things' era of design and construction. The focus is turning to good quality, sustainable buildings with clean space.

But there will be no return to the 'function over form' approach that characterised the sixties and seventies. Things will still look fantastic and beautiful, just a lot more sensible.

As well as cost cutting, carbon efficiency of buildings will also have to improve. Developers can't ignore the green agenda, so less glass will be used.

Things like south-facing windows will also have to go because they lead to over-heating, increase the need for air conditioning and blow green credentials out of the water.

Whilst glassmakers desperately consider energy efficient alternatives, architects are looking at materials like stone and concrete, which have a greater thermal mass, in order to use the mass of the building to store energy.

Building refurbishment is environmentally preferable to total demolition, so architects and builders will be carrying out more of this work than new development.

Example. Why are suppliers of building materials in difficulties?
(There is) less demand (for their products)

32. What has building design been like until now?

33. What, according to the text, is the least important feature of building in the 60s and 70s?

34. Which building material is considered unsuitable for environmental protection?

35. What important quality should modern building materials have?



SECTION 6 CONTINUED

Leave
blank



Read the article below and answer the questions.

In their recruitment and selection procedures employers place emphasis on the skills acquired through work, as they recognise that people who have gained relevant skills in the workplace are better prepared to meet changing demands. Specific skills can be learned, but other personal skills or attributes such as self confidence, are also important.

Making use of a skills profile can help professionals reflect upon and articulate the skills they may already have. For example, many will already have gained valuable experience from full time employment or through part time or vacation work.

It is important that the often-forgotten skills such as team building or project management, used and applied in a work situation, are also included in the skills profile.

Many people underestimate the importance and relevance of the skills they acquire through everyday work, but this has been demonstrated to be the most effective way of learning new skills. It is useful to identify acquired skills through discussion, in order to provide more descriptive evidence to support a skills profile.

The skills profile chart can be used to help professionals to identify development needs during regular review meetings.

**Example. Which kinds of professional skills are considered most important?
skills gained in the workplace**

36. Which skill cannot be acquired?

37. What does having a skills profile help people to think about?

38. Which types of skills sometimes get omitted from skills profiles?

39. What is the purpose of discussing skills?

(8 marks)



SECTION 7

Leave
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Read the article and complete the notes. Write no more than three words in each gap from the article.

It's called the longevity risk, and if you thought things couldn't get any worse economically than they already are, then think again. The fact is too many of us, in developed industrialised nations at least, are simply living too long. Consider what happens if a lot of people all unexpectedly get old at the same time, picking up their pensions for longer, and leaving the pension providers in a financial pickle. We have become victims of our own success. Our constant quest for longevity is finally coming to fruition. This is what we have always wanted, isn't it? More time to enjoy our retirement, to catch up on all that reading, to visit places we never knew existed. But who is going to finance it all? Who is going to look after us when we live into our nineties and beyond? The fact that actuaries' assessments of just how long we are going to live have been way out, is costing the pensions and insurance providers a fortune.

Costing us how much altogether? You can forget millions, you can forget billions. It's trillions we're talking about here. About twenty-five trillion pounds. That is the estimated combined exposure of the G8 leading industrialised countries to longevity risk. Now, nobody can know for sure, but whatever the exact amount is, it's a stupefying sum. All the signs are that we are in for a financial crisis every bit as serious as that caused by irresponsible banks in the noughties. And the irony is that it's a consequence of the huge progress and advances made in medicine and healthier living that have caused all this. Fewer people are smoking and death rates from heart disease have dropped 64% in the last three decades. If we believe the calculations, things are only going to get better, or worse, depending on your point of view.

Between 1975 and 1995, actuaries were adding one or one and a half months to their life expectancy calculations every year. Now, they're adding more than three months as experts predict further improvements in life expectancy over the next few years. The only thing pulling the other way is the incidence of stress-related disease and a possible greater resistance to medication. Apart from that we continue to be disgustingly healthy.

Now this may be a cause for celebration in most quarters, but it's also an enormous challenge. In the UK, every month added to life expectancy increases pension fund liabilities by £2.5 billion, meaning liabilities are currently growing by eight or nine billion a year. That's an eye-watering amount of money. As the government works on a new care and support package for adults against a constantly shifting demographic backdrop, circumstances are changing almost weekly. An unnamed local council recently carried out a survey into future care and support needs, working on the assumption that the number of residents over the age of eighty-five will double over the next twenty years. But who's to say it won't triple?



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Example. The longevity risk is caused by people living *longer than expected* .

40. This risk is mainly prevalent in.....:

41. People living so long was not anticipated by.....:

42. The figures given are.....costs for the G8 countries.

43. The behaviour of many banks in the early part of the 21st century was.....:

44. The main reason for our improved longevity is a recent fall in.....:

45. One health issue which has worsened recently is the frequency of.....:

46. Any
about the rate of increase in longevity over the next twenty years could easily be wrong.

(7 marks)



SECTION 8

Leave blank



Use the information in Section 7 to help you write your answer.

47. As a response to the article on the longevity risk, write a letter to the editor of your college magazine about the implications of living longer. Write about 150 – 200 words and include the following:

- Your comments on the writer’s description of longevity risk.
- Your own thoughts on how this situation may change the way we live
- The implications for the family on family members living longer.

Write your answer here. Do not write outside the box.

A large rectangular box containing ten horizontal dotted lines for writing the answer.

(10 marks)



SECTION 9

Leave
blank



Choose one of the topics below and write your answer in 250 – 300 words.

48. A)

Write an article for a college magazine about the way in which design affects our everyday lives, including some examples. Include your views on the form and function of design and why design is important.

Or

48. B)

Write an essay about your views on the way in which employment conditions may change in your lifetime. How will technological advances influence these changes and how do you see your own professional life developing?



H 3 5 1 6 4 A 0 2 1 8

Write your answer here. Do not write outside the box.

Leave
blank

A large rectangular box containing 25 horizontal dotted lines for writing an answer.

(10 marks)



Leave
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ANSWER KEY

Leave
blank

Section 1

Example. B

1. A
2. C
3. C
4. B
5. A
6. C
7. B
8. B
9. A
10. A

Section 2

11. In modern design / customers, users and stakeholders / can no longer be passive recipients. / Our expectations and demands are higher / and consequently the need for / our increased participation is greater. / The key to success is for there to be / a collaboration of minds / to develop, generate and disseminate / new knowledge and understanding / of what is required to tackle / 21st century challenges.

Section 3

Example. economic downturn

12. (last) quarter
13. new batch
14. (intense / increased) competition (for jobs)
15. low
16. get ahead of peers / improve chances



Section 3 Continued

Example. recognise

17. professionals
18. gimmicks and tricks
19. don't lose/retain/keep detail
20. in black and white / in one colour
21. are copying other/existing/someone else's (company) logos

Section 4

Example. C

22. A
23. B
24. C
25. A
26. A

Section 5

Example. A

27. A
28. B
29. B
30. C
31. C

Section 6

Example. (There is) less demand (for their products)

32. trendy / not functional / complicated
33. form
34. glass
35. (a greater) thermal mass / (the) ability to store energy



Section 6 Continued

Example. skills gained in the workplace

- 36. self-confidence / personal skills / attributes
- 37. (the) skills they (may) already have
- 38. team building / project management
- 39. (to) identify acquired skills / (to) provide descriptive evidence

Section 7

Example. longer than expected

- 40. developed/industrialised nations
- 41. actuaries / pension/insurance providers
- 42. estimated
- 43. irresponsible
- 44. heart disease / (people) smoking / (the) number of smokers / death rates
- 45. stress-related disease / resistance to medication
- 46. assumption

Section 8

47. Sample answer:

Dear Editor,

I felt I had to respond to your article on the longevity risk. The writer reports that because of miscalculations by actuaries predicting life expectancy rates, pension providers, and consequently entire nations, are set to find themselves in enormous financial difficulties whilst attempting to finance the extraordinary demands on their funds. The estimated amount runs to an unimaginable £25 trillion. Ironically, this has come about because of the progress and advances made in medicine and our approach to healthier living, resulting in a reduction of heart disease. The irony is that although many of us will have a longer retirement, which we should enjoy, many of us will be unable to do so as the pensions simply will not be there. The official retirement age will almost certainly rise and people will be expected to work for longer. Company pension schemes will be less generous as companies find they simply cannot afford to keep up the payments as people live longer. As a result, there will be a greater dependence on family support. Other forms of care will become more expensive as personal savings run out. Our efforts to ensure a long and happy retirement may just have backfired. (200 words)



Section 9**48 A. Sample answer:**

Design is everywhere. Whether we realise it or not, it's in our homes, on our streets, in our shops, offices and restaurants. It's in our clothes and it's in our cars. Design may be subtle, the kind we don't even notice, and this surely is a compliment to designers, or it may be crying out for attention. If the design of a shop or an office or a piece of machinery allows us to do what we need to do efficiently and comfortably, then that means the design has been successful. If in addition the design is aesthetically pleasing, then that surely is a bonus.

It is undeniable that we like to look good, to feel good and to work or relax in comfortable surroundings. In that respect, design has a vital part to play in our lives. It's all very well to go to a restaurant with good food and good service, but if the surroundings are unattractive and uncomfortable, if the lighting is too bright and the decoration old-fashioned, then we may think twice the next time we plan to eat out. Of course design can sometimes come at a price. State-of-the-art glass and metal buildings may look sensational but can be a nightmare to work in; that leather sofa looks great next to the window, but have you actually tried sitting in it? And how often have you secretly regretted buying those elegant shoes which torture your feet? The conclusion is that of course design has to look good, but it also has to serve its users. Achieving this balance is essential. (263 words)

48 B. Sample answer:

Gone are the days of a job for life. The whole concept of education followed by entry into a profession, a series of promotions, more responsibility followed by a comfortable retirement may be a thing of the past. More and more companies are now employing fewer people on a permanent basis. The trend is now to pay people according to the work they do, rather than the time they serve in an office. This has resulted in the rise of the free agent, moving from project to project and from area to area.

This way of working will increase as companies attempt to cut their costs and get value for money. Full time employment commits companies to insurance, social security and pension payments, which can be greatly reduced by simply issuing individual contracts for a specific job. Only in public sector employment, such as teaching or nursing, will there be any degree of job security and even those jobs are now subject to much greater controls in terms of accountability.

It is also true to say that technology now does the work previously carried out by many more people. And on the subject of technology, the opening up of the communication abilities of our computerised age has allowed many more people to do the same work at home that they used to do sat at a desk paid for by the company.

As for myself, I can see work opportunities continuing to evolve and requiring people to be more proactive in finding out where the work is to be found. This will require people to have a bigger presence and ensure that their expertise and field of skills is well known, through the appropriate technology. People will have to sell themselves more vigorously. (293 words)



H 3 5 1 6 4 A 0 2 1 8

This is the Pearson Test of English General Level 5. This test takes 2 hours and 55 minutes.

Section 1

You will have 10 seconds to read each question and the corresponding options. Then listen to the recording. After the recording you will have 10 seconds to choose the correct option. Put a cross in the box next to the correct answer, as in the example.

Example. Listen to the man speaking. What is he doing?

M: It's all about making a profit. Food companies use health charity logos because they want to give the impression that their foods are healthier in order to increase sales. But charities and medical associations aren't there to make money for food companies.

The correct answer is B

1. Listen to the speaker. What is he describing?

M: Personally I always had faith in our abilities and it was good to repay our supporters for keeping faith with us. I had become fed up of saying things like 'we're not far away' but we had to go out and prove that we were not far away and we did just that.

2. Listen to the news report. What does the report suggest the detectives know?

F: Investigators say they're making progress in the missing persons case of Sheena Bright, a 38-year-old woman who vanished in August. Detectives aren't specifying what constitutes progress, but they have demonstrated a massive effort in the case. They're especially looking for two vehicles seen in the area at the time of the kidnapping.

3. Listen to the conversation. What does the woman think about the man?

M: Sometimes I just want to give the whole thing up... I just don't feel as though I'm getting anywhere.

F: Come on, you can't just walk away now after everything you've put into this. Sometimes, when you're so involved in something, you can't see just how far you've come. Stick at it. You won't regret it.

M: Maybe you're right.

4. Listen to the conversation. What does the woman think about the design of the object?

F: Well I think it's very nice, but you know what, it just doesn't go in here.

M: What do you mean?

F: It doesn't suit the style of the house. This would be better in a modern flat or somewhere; it just looks out of place here.



Section 1 Continued

5. Listen to the conversation. Why does the man think people buy designer label clothes?

F: So why do you think people still buy designer labels?

M: Oh I don't know. I guess because hardly anyone wants to be an individual anymore, everyone wants to look like everyone else. People want to brag about how much money they have even if they don't really have it. People need to get their priorities right. All that poverty and we spend a hundred dollars on designer jeans.

6. Listen to part of a business presentation. Who are the speaker's clients?

F: Clients, such as yourself, come to me because they want to deliver something to the public but don't know how. They know exactly what they want to deliver but don't know how to make it. I can help you find a common language to share with the user. Sometimes, as my client, you don't know exactly what you want, and I can help you to get to the heart of what it is you want to produce.

7. Listen to the expert on the radio programme. What does the speaker think university careers advisors should do?

M: I remain utterly baffled by the bizarre attitudes of university careers advisers. Particularly mystifying is the way they continue to blame the students and graduates for not using their services – rather than asking themselves whether perhaps they should be doing something differently.

8. Listen to the speakers. Who are they?

M: Well I thought he was confident, thoughtful and showed an understanding of the kinds of requirements we have here.

F: I agree up to a point. He was easily the most impressive so far. Perhaps a little too sure of himself, spoke in very broad terms, not much detail.

M: Shall we get the next one in?

9. Listen to the man speaking. What is he doing?

M: Just before I finish, I'd like to thank you for your efforts during this difficult time. You work well together and I appreciate your support. But we're not out of the woods yet and there's to be no letting up. Things will get worse before they get better and I'm relying on you to face the challenges ahead with the same spirit you've shown this year.

10. Listen to the man speaking. What is he referring to?

M: It's all very well saying that you should always work your hardest, do your best, but for what? I mean what opportunities are there for us here? All we can do is the same thing year after year, with no hope of promotion, and it's either that or the dole queue.



Section 2

11. You will hear a recording about the place of design in modern society. Listen to the whole recording once. Then you will hear the recording again with pauses for you to write down what you hear. Make sure you spell the words correctly.

F: In modern design / customers, users and stakeholders / can no longer be passive recipients. / Our expectations and demands are higher / and consequently the need for / our increased participation is greater. / The key to success is for there to be / a collaboration of minds / to develop, generate and disseminate / new knowledge and understanding / of what is required to tackle / 21st century challenges.

Section 3

12. – 16. You will hear a radio broadcast about job prospects for young people. First, read the notes below then listen and complete the notes with information from the broadcast. You will hear the recording twice.

F: School-leavers and university graduates can look forward to an arduous search for employment this summer as the effect of the economic downturn on companies manifests itself in their reluctance to take on newcomers to the jobs market. In the latest research, which comprised of the last quarter, nearly half of the companies surveyed in the UK said that they were not planning to do any recruiting of school- or college-leavers this year.

Concerns are growing that soaring unemployment figures, currently at their highest for twelve years, will grow still further this summer as a new batch of student job-seekers struggle to secure placement. Only 17 per cent of businesses plan to recruit 16-year-olds leaving school with basic qualifications in the next three months, while only a third said that they would be looking to take on higher qualified school leavers with A-levels.

George Wells, our employment correspondent is with us. The prospects for graduates are slightly better, George.

M: A little bit yes. Just under half of businesses are planning to hire recently graduated students. But with a third of employers planning to reduce graduate recruits this year, competition for jobs will be much more intense. The message is that it's going to be a long summer for many of this year's graduates and school-leavers and competition will intensify; a lot will be disappointed.

F: Thanks George. I'll just add that this research comes only a few weeks after a separate survey found that only one fifth of university students are certain about finding jobs by the time they graduate; so confidence is low. It's not looking good. Any tips George?

M: Well obviously, getting relevant work experience and developing a range of skills are ways they might be able to get ahead of their peers when looking for work.

Now listen again



H 3 5 1 6 4 A 0 2 1 8

Section 3 Continued

17. – 21. You will hear part of a presentation about company logo design. First, read the notes below then listen and complete the notes with information from the presentation. You will hear the recording twice.

M: Now, everyone in this room should know that the easiest way to recognise a company and distinguish it from others is by its logo. But a large number of companies design their logo themselves and get it all wrong. Stick to what you're good at, and get the professionals to arrange your logo design.

Make sure your logo is unique and memorable, that it can be reproduced further down the line, that you don't have to re-design it in a couple of years, and make sure it looks professional.

Ignore the latest design tricks and gimmicks. A logo design should be timeless.

When printed in small sizes, a complex design will lose detail. A logo should be memorable, and one of the best ways to make it memorable is to keep things simple.

Don't rely too much on colour. Choosing colour should be your last decision, so start your work in black and white. Get your designer to test your logo to see how good it looks in only one color.

Choosing the right font is the most important decision a designer can make in logo design. More often than not, a logo fails because of a poor font choice. The font needs to match the style of the icon. But this can be tricky. If the font you have chosen does not reflect the icon's characteristics, then the whole message of the brand will misfire.

Copying someone else's logo does no one any favours, neither the client nor the designer. Unfortunately, this fundamental design mistake is becoming more and more common. A logo is supposed to represent a business. If it looks the same as someone else's, it has failed.

Now listen again

That is the end of the listening section of the test. Now go on to the other sections of the test.



