QUIZ

THE MAN BEHIND THE 'I ♥ NY' LOGO

Put the words from the table in the correct places. Check by listening to what Milton Glaser says in the video.

dialectic	fixed	flash	immune	interval
jotted	pervasive	rampant	ultimately	verdant

1. Design very often demands an **(a)** _____ between seeing and understanding …

2. It happens to be a puzzle everybody solves immediately, and as a result of that it stays **(b)** _____ in the memory …

3. The place itself (New York) had become so difficult to live in … crime was **(c)** _____ …

4. I did something that had occurred to me … in a taxi, in a (d) _____ …

5. …and I **(e)** _____ it down and I showed it to the commissioner …

6. It's become incredibly more **(f)** _____ than I ever dreamed.

7. We had all heard about it (global warming) so frequently that we had become **(g)** _____ to the experience

8. … so that **(h)** _____ is reflected in the button itself, which is green being overcome by black …

9. … or a **(i)** _____ earth being overcome by a disaster.

10. … **(j)** _____ my objective is to have this icon distributed sufficiently …

SOLUTIONS : (a) interval - (b) fixed - (c) rampant - (d) flash - (e) jotted - (f) pervasive - (g) immune - (h) dialectic - (i) verdant - (j) ultimately

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