

Unit 3 Lesson 1 – This poster is as eye-catching as that billboard.



Introduce today's sentences.

Grammar Focus

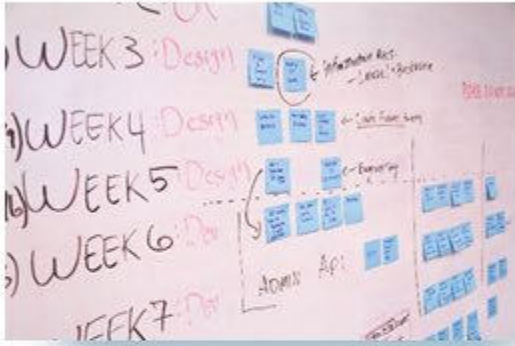
- **As + Adjective / Adverb + As**
- **Quantity Expressions: Half, Twice, Three Times, etc.**



Key Expressions

- **This poster is as eye-catching as that billboard outside.**
- **The poster will be half as tall as I am.**

Listen to the teacher and repeat.



agenda



promo



eye-catching



tagline



catchy



passer-by



Listen to the audio and repeat.



Jackson: Hey, Aya! I'm here now. What are we talking about today?

Aya: Hi, Jackson. Our agenda today is about the details of the poster from this client in Osaka.

Jackson: So, where should we begin?

Aya: This client owns a gym. He wants us to make a poster for their summer promo. Here's my plan for the design.

Jackson: Looks great, Aya! **This poster is as eye-catching as that billboard outside.** That tagline is very catchy. People will love it!

Aya: Thanks! I need you to draw the cartoon for the poster.

Jackson: Alright! What's the size of the poster?

Aya: The client says they need it to be 24 inches wide and 36 inches tall, so it can easily be noticed by passers-by.

Jackson: Hmm. **So, the poster will be half as tall as I am.**

Aya: That's right. Do you think you can finish the cartoon tomorrow?

Jackson: Sure! I'll work on it as quickly as I can.

Learn the grammar structures.



As + Adjective/Adverb + As

To show that something or someone is the same or equal.

as + Adjective + as

This poster is **as eye-catching as** that billboard outside.

Peter and John are both 24 years old. Peter is **as old as** John.

as + Adverb + as

She is singing **as loudly as** he can.

You have to wrap it **as neatly as** this one.

not as ... as

This poster is **not as eye-catching as** that billboard outside.

She is **not** singing **as loudly as** she can.

More Examples

as smooth as

as silent as

as loud as

as smoothly as

as silently as

as largely as

Learn the grammar structures.

Quantity Expressions

Used when something is compared with another thing according to their numbers.

half, twice, three times, four times, etc.

number/quantity + as + adjective + as



4 meters
(*twice*)



2 meters

The poster is **twice as high as** the window.



6 inches
(*half*)



12 inches

The image is **half as large as** the book.

Important Note:

We don't use the comparative forms with **"as ... as"**.

- ✗ twice as **cheaper** as
- ✓ twice as **cheap** as that car
- ✗ three times as **bigger** as
- ✓ three times as **big** as

Activity

Make sentences using **as...as** or **not as...as** based on the pictures.

Ex: He is **not as tall as** him.



\$30



\$30

1



110 kph



160 kph

2



Yummy!



Yucky!

3



Albert



Abraham

4



5



6

Make sentences using the pictures and a word/phrase from the box.

not/high

thick/twice

fast/three times

not as cheap



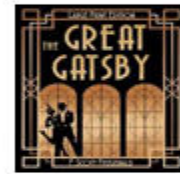
Eiffel Tower
= 300 m



Arc de Triomphe
= 50 m



525 pages



1,050 pages

1. _____.

3. _____.



Adidas
= \$110



Merrel
= \$95



cheetah
= 60 mph



deer
= 20 mph

2. _____.

4. _____.



Write new sentences using expressions of quantity.

Ex: Andrew is 30 years old. Mary is 10 years old.

Andrew is **three times** as old as Mary.

1. Andrew is 180 cm tall. Wendy is 140 cm tall.

2. England is 8°C . Iceland is 2°C .

3. India is $3,287,263\text{ km}^2$. Thailand is $513,120\text{ km}^2$.

4. Carol is 100 years old. David is 20 years old.

5. The chair costs \$1,000. That table costs \$2,000.

6. Ginza Street is 2 km and Shinjuku Street is 1 km.



Situation:

Talk about your colleagues and describe them positively using the structure you learned today.
as + adjective / adverb + as



-
-
-

Word Focus

agenda

promo

eye-catching

tagline

catchy

passer-by

Grammar Focus

- As + Adjective / Adverb + As
- Quantity Expressions: Half, Twice, Three Times, etc.