

## ESP 5 – ART & DESIGN – PART 1

### UNIT 1. WEB DESIGN 1

#### GET READY!

**9 Web Design 1**

**TIPS** **HELP** **CONTACT**

**web development**

**web design**

**R&J Web Solutions**

In today's high-tech world, every company needs a **website**. Establish your business on the **Internet** with help from R&J Web Solutions.

**Planning**

**click here** **navigation**

**searching.** **search engine**

Our experts in **web design** will work closely with you. They will help you develop the **appearance** that best represents your company. They will also recommend how to distribute **content** effectively on each **webpage**.

**Creation**

Once we have a design, we'll start on **web development**. Our experienced developers know how to maximize **functionality**. Have you visited confusing websites? We have, too. That's why we strive to enhance **usability** whenever possible. Your visitors will appreciate the logical layout and easy **navigation**.

**Access**

Now you have a functional website. But how will people find it? R&J Web Solutions guarantees strong **visibility**. We work with the operators of major **search engines**. We'll ensure that you receive top placement among search results.

**content** **appearance**

#### ❶ Before you read the passage, talk about these questions.

1. What do people use to search for information on the Internet?
2. What are some elements of building a website?

#### READING

#### ❷ Read the webpage. Then, choose the correct answers.

1. What is the purpose of the webpage?  
A to encourage people to learn more about web development  
B to discuss design problems on particular webpages  
C to promote a service that creates company websites  
D to introduce methods of web navigation
2. Which part of the design process occurs first?  
A ensuring top placement with search engines  
B developing the appearance of a webpage

- C implementing a logical layout
- D sending a design to the web development team

3. What do search engines provide for websites?
- A appearance
  - B functionality
  - C usability
  - D visibility

## VOCABULARY

### 3 Match the words (1-6) with the definitions (A-F).

|                       |                                                               |
|-----------------------|---------------------------------------------------------------|
| 1 _____ Internet      | A a worldwide network that moves information                  |
| 2 _____ visibility    | B the quality of having a use or practical purpose            |
| 3 _____ webpage       | C a measure of how easily a website is located                |
| 4 _____ navigation    | D a part of a website with its own unique address             |
| 5 _____ web design    | E the act of moving from one part of a website to another     |
| 6 _____ functionality | F the process of planning a website's appearance and function |

### 4 Fill in the blanks with the correct words from the box.

|         |            |               |                 |
|---------|------------|---------------|-----------------|
| content | appearance | website       | web development |
|         | usability  | search engine |                 |

1. A \_\_\_\_\_ is usually made up of multiple pages.
2. If a webpage loads too slowly, then it has poor \_\_\_\_\_.
3. The \_\_\_\_\_ of a page includes the text and the images.
4. The designer changed the font to improve the \_\_\_\_\_ of the page.
5. A good \_\_\_\_\_ shows you pages that meet your needs.
6. The graphic design class is studying the technical process of \_\_\_\_\_.

### 5 Listen and read the webpage again. Why does the company work with search engine operators?

## PRACTICE QUIZ 1

⑥ Listen to a conversation between a designer and a client. Mark the following sentences are true (T) or false (F).

1. The man wants customers to use the website instead of calling the restaurant.
2. Customers can select "Make a Reservation" from any webpage on the website.
3. The woman is concerned that the man's requests are too complicated.

⑦ Listen again and complete the conversation.

**Designer:** So we'll 1 \_\_\_\_\_ with a map. What other content do you want to include?

**Client:** People 2 \_\_\_\_\_ our menu before they come in.

**Designer:** Sure. We can also include a calendar of daily specials. That's popular with our restaurant clients.

**Client:** Good idea. And I'm hoping to take reservations on the website. Is that 3 \_\_\_\_\_?

**Designer:** Not at all. Navigation will be easy. It'll say "Make a Reservation" at the 4 \_\_\_\_\_.

**Client:** And what will the pages 5 \_\_\_\_\_?

**Designer:** That's up to you. What 6 \_\_\_\_\_ do you have in mind?

## GET READY!



This course examines the components of a webpage. Learn the proper **coding** to design your own **website wireframe**. You will start by converting basic text and formatting into a **markup language**. Learn the differences between languages like **HTML** and **XHTML**. Then learn **programming languages** that determine how your webpages behave. The course focuses on **CSS** and **XSL**. You will also implement site navigation using JavaScript.

This course is strongly recommended for all graphic design students. Discover much more freedom than **web content management systems** can offer. You will acquire the tools needed to create a unique, functional website. You may want to improve access to your site with **QR codes**. **FTP** will let you share information securely with particular users. Set up **hyperlinks** to ease site navigation.

If you're planning to study web design, start here. If not, these skills are still important. You may simply need a good website to display your portfolio. Whatever your goals, GRD120 is vital to your design education.

**1** Before you read the passage, talk about these questions.

1. What do web designers need to know in order to design websites?
2. What is a security system that allows for the sharing of Internet information?

## READING

**2 Read the webpage. Then, mark the following statements as true (T) or false (F).**

1. \_\_\_\_\_ Students must know programming languages before enrolling.
2. \_\_\_\_\_ The course mostly focuses on web content management systems.
3. \_\_\_\_\_ The course is recommended for students who are not pursuing web design.

## VOCABULARY

③ Match the words or phrases (1-8) with the definitions (A-H).

|                                       |                                                                            |
|---------------------------------------|----------------------------------------------------------------------------|
| 1 _____ coding                        | A a communication system that contains a webpage's basic content           |
| 2 _____ QR code                       | B a framework or outline of a webpage                                      |
| 3 _____ hyperlink                     | C a barcode that contains information, such as a website address           |
| 4 _____ JavaScript                    | D a part of a webpage that is clicked to navigate to another page          |
| 5 _____ markup language               | E a communication system that tells a computer how to do or show something |
| 6 _____ website wireframe             | F the process of putting information into a design language                |
| 7 _____ programming language          | G software for creating websites without advanced computer knowledge       |
| 8 _____ web content management system | H a language used to control actions of a computer program                 |

④ Place the words from the word bank under the correct headings.

|     |     |      |       |     |
|-----|-----|------|-------|-----|
| FTP | CSS | HTML | XHTML | XSL |
|-----|-----|------|-------|-----|

| Markup languages | Programming languages | Security systems |
|------------------|-----------------------|------------------|
| _____            | _____                 | _____            |
| _____            | _____                 | _____            |

⑤ Listen and read the course description again. What causes two webpages to appear different, even if they have the same content?

## PRACTICE QUIZ 2

⑥ Listen to a conversation between an instructor and a student. Choose the correct answers.

1. What is the main idea of the conversation?
  - A. reviewing types of web design languages
  - B. using the best coding for a particular webpage
  - C. determining when to use different markup languages
  - D. explaining why a mobile phone cannot display a web page
2. What language does the man classify incorrectly?
  - A. HTML
  - B. CSS
  - C. XSL
  - D. JavaScript

⑦ Listen again and complete the conversation.

**Instructor:** Are you pretty comfortable with 1 \_\_\_\_\_ ?

**Student:** Well, I haven't worked with them for a while. I 2 \_\_\_\_\_ about the languages.

**Instructor:** Okay. Well, do you remember what 3 \_\_\_\_\_ is?

**Student:** Let's see. It's a 4 \_\_\_\_\_, right?

**Instructor:** Actually, it's a markup language. Can you tell me 5 \_\_\_\_\_ ?

**Student:** It means that the language determines the basic content of the website.

**Instructor:** Exactly. And 6 \_\_\_\_\_, how could you access the content from alternative devices?