11 Layout 1

Get ready!

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

1 What is information printed at the bottom of the page?

2 What is a section to the side of a page that shows information?

e-mail

To: d.grover@yellowskydesigns.net

From: r.bowles@yellowskydesigns.net

Re: Project feedback

Hi Dennis,

Thank you for the new **layouts**. I'd like to see just a few changes.

I like the memo **template** for Krago Foods. However, the **header** should be a little bigger. The client wants a nice, bold title. Also, the logo **overlaps** the company name. Try separating them. If they must overlap, put the company name on top instead. I'd also like to see a **footer**. Maybe add the company address at the bottom.

The pamphlet for Grayson Academy needs more work. The client wants it to look like a newspaper. That means we need more balanced **alignment**. To start, divide each page into four **columns**. Then **justify** the text in each one. Reduce the picture on page 10 and **center** it. The text should wrap around both sides. On the first page, the **row** of contributors' names looks messy. Try putting that information in a **sidebar** instead.

Send over the new drafts as soon as possible.

—Rachel

Reading

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

1 __ The client at Krago Foods requested a smaller footer.

2 __ The pamphlet for Grayson Academy will feature multiple columns.

3 __ The email suggests using a sidebar instead of a row.

Vocabulary

3 Match the words (1-7) with the definitions (A-G).

1 __ row
2 __ center
3 __ layout
4 __ header
5 __ justify
6 __ column
7 __ alignment

A the way that physical parts are arranged
B to distribute the parts of something evenly
C to position something in the middle of a space
D a block of text at the top of a page
E a section of a page that extends from left to right
F the way something is arranged in relation to something else
G a section of a page that extends from top to bottom

LIVEWORKSHEETS

4 Read the sentences and choose the correct words.

1 The designer added a **header/footer** to the bottom of the page.
2 Don't let the picture **overlap/justify** the text.
3 The designer developed a new **template/row** for all business letters.
4 The information in the **alignment/sidebar** supported the main article.

5 Listen and read the email again. Where should a list of contributors' names be moved to?

Listening

6 Listen to a conversation between two designers. Choose the correct answers.

1 What is the main idea of the conversation?
   A instructions for a new project
   B a complaint from a client
   C a problem with a current design
   D the technology needed to create a layout

2 What will the woman likely do next?
   A contact the client
   B develop a new template
   C tell the man to design another layout
   D find another designer for the project

7 Listen again and complete the conversation.

Designer 1: Do you have a new draft of the **1** _____ _____ ready?
Designer 2: Not quite. The **2** _____ _____ isn't working.
Designer 1: What's the trouble?
Designer 2: I enlarged that header, like you asked. Then I **3** _____ _____ _____. But now there's hardly any space in between.
Designer 1: Let me see. Hmm, you're right. The header and footer take up almost **4** _____ _____ _____.
Designer 2: Do **5** _____ _____ _____ the footer?
Designer 1: Yes, I think it's appropriate. But maybe you can use a smaller font. Put the whole address **6** _____ _____ _____ along the bottom.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

Do you have the ... ready?
I ... like you asked.
I agree, but ...

Student A: You are a designer. Talk to Student B about:
- changes to a layout
- your suggestions
- the client's wishes

Student B: You are a designer. Talk to Student A about changes to a layout.

Writing

9 Use the conversation from Task 8 and the email to complete the email from a designer to a client.

To: johnwhite@kragofoods.net
From: r.bowles@yellowskydesigns.net
Re: Pamphlet template design

Hello Mr. White,

We're having some trouble with the design changes you requested.

The main problem is _____
To fix this problem, we suggest _____
_____

—Rachel Bowles, Yellow Sky Designs

LIVEWORKSHEETS