

15 Interactive Design

Get ready!

- Before you read the passage, talk about these questions.
 - What is one of the reasons for the growth of interactive design?
 - What kind of interface attracts a consumer's attention?

navigation system

Reading

- Read the article. Then, choose the correct answers.

- What is the article mostly about?
 - education needed for a job in interactive design
 - why design clients are asking for animated website features
 - how technology affects the work of graphic designers
 - techniques for creating attractive and functional web designs
- What is NOT a recent change in the graphic design industry?
 - designers no longer spend years on a single project
 - designers often work with time-based media
 - designers create interfaces for computers and wireless devices
 - designers must be prepared to revise and update their designs
- According to the article, why must designers frequently revise their designs?
 - web-based content can change quickly
 - consumers will grow bored with current designs
 - clients expect designers to spend years on a single website
 - consumers will make suggestions for design improvements

Vocabulary

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

- | | | |
|--------------|-----------------|------------------------|
| 1 __ link | 4 __ wireless | 7 __ navigation system |
| 2 __ revise | 5 __ collateral | 8 __ time-based media |
| 3 __ virtual | 6 __ complement | |

- capable of transmitting data without a physical connection
- related to or supplementary to the primary document
- media in which time is a necessary element
- a document that completes another
- existing only as electronic information
- the system by which information is organized on a website
- to change or update a design
- a reference to a web based document

TECHNOLOGY CHANGES THE GAME FOR DESIGNERS

Not too long ago, graphic designers could finish a project and walk away. In the age of **digital media**, it's not so simple.

Interactive design is the new buzzword. In days past, most designers couldn't have dreamed of the technology they use today. A **link** from an email message can open a browser window on a cell phone. And every aspect of that person's user experience is designed.

The web design process is more than just creating a good **navigation system**. Interactive design often calls for creating a **virtual** replica of a physical object. Consumers want to see carefully **animated interfaces**, even on **wireless** devices. Working with **time-based media** is now standard, and consumers have high expectations of quality. There are also challenges in more text-based websites. Many news-oriented sites are peppered with links to **collateral** materials. **Complements** to an article could appear around the clock. Web-based content can change from moment to moment. This means that designers have to be ready to **revise** their designs at any time. For the first time, large companies are employing full time web designers. Instead of finishing a project and moving on, some designers spend years working on a single web site.



- 4 Read the sentence pairs. Choose which word or phrase best fits each blank.

1 interactive / digital media

- A _____ has created a demand for more design work.
B Web design must be both attractive and _____.

2 animated / interface

- A Clients often request for design features to be _____.
B A good _____ takes form and function into account.

- 5 Listen and read the article again. What are the challenges of text-based websites?

Listening

- 6 Listen to a conversation between a journalist and a designer. Mark the following statements as true (T) or false (F).

- 1 ___ The man is relatively new to the interactive design field.
2 ___ The woman asks about the man's work in time-based media.
3 ___ The man used to design logos and printed materials.

- 7 Listen again and complete the conversation.

Journalist: Now Robert, I understand you're an expert in
1 _____.

Designer: Yes, I've been in the field for about 2 _____ - _____
_____ now.

Journalist: So you got started in 3 _____ around the
time it began, is that right?

Designer: 4 _____, yes.

Journalist: What attracted you to the field?

Designer: I was fascinated by the possibilities. I think I'm still
fascinated.

Journalist: 5 _____ by that?

Designer: Well, back then, the web was just this interesting new
thing. I wanted to be a part of it.

Journalist: And today?

Designer: Today? Well, I've become a huge fan of 6 _____
_____.

Speaking

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

USE LANGUAGE SUCH AS:

*I understand you're ...
What do you mean ...?
I wanted to be ...*

Student A: You are a journalist.
Talk to Student B about:

- his or her field of work
- what attracted him or her to the field
- what keeps him or her interested in the work

Student B: You are a designer.
Talk to Student A about your field of design.

Writing

- 9 Use the article and the conversation from Task 8 to write a brief article about the television interview. Include: the guest's credentials, what he or she enjoys about interactive design, and what he or she expects for the future.



digital media

interface

