

## 12 Web design vs. web development



## Get ready!

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

- 1 What makes a good business website?
- 2 What kind of websites do you like to use?

## Reading

2 Read the article from a business newsletter. Then, choose the correct answers.

- 1 What does the Web Development class NOT teach?
  - A making a website easy to use
  - B improving a website's visibility
  - C using code to program a website
  - D how to market a new website
- 2 What can you infer about the Web Design class?
  - A Attending the class is mandatory.
  - B The first class addresses functionality.
  - C It focuses on improving a site's visual elements.
  - D Its registration fee is less than the Web Development class.
- 3 What is the function of CSS?
  - A It helps improve navigation.
  - B It decreases a website's visibility.
  - C It changes the style of a web page.
  - D It expands the functionality of a website.

## Vocabulary

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

1	— web design	4	— visibility
2	— coding	5	— usability
3	— navigation	6	— content

- A choosing a website's visuals
- B how easily you can find a website on a search engine
- C a website's programming
- D how easily a user can use a website
- E moving around a website
- F everything contained in a website

4 Fill in the blanks with the correct words and phrases from the word bank.

### Word BANK

CSS      web development  
appearance      functionality

- 1 The website doesn't work well. I want to improve its \_\_\_\_\_.
- 2 My website looks boring. I'll give it a more interesting \_\_\_\_\_.
- 3 If you are interested in making a website, take a \_\_\_\_\_ class.
- 4 I'm learning \_\_\_\_\_ so that I can change my website.

5 Listen and read the article from a business newsletter again. Which class would someone attend to learn about developing a website's performance?

## Listening

6 Listen to a conversation between an instructor for a web development class and an employee. Choose the correct answers.

- 1 What do the speakers mostly talk about?
  - how to change content
  - why sheets are separate
  - choosing the correct CSS style sheet
  - the difference between content and style
- 2 What happens when the style sheet and the content are separated?
  - It alters the content.
  - The content does not change.
  - Content needs creating.
  - The words are changed in the content.

7 Listen again and complete the conversation.

**Instructor:** So, that's how we change the website's style. Does anyone have any questions?

**Employee:** Yes, I have one. It's about 1 \_\_\_\_\_.

**Instructor:** Oh, the 2 \_\_\_\_\_ . What do you want to know?

**Employee:** Why do we separate the style sheet and the 3 \_\_\_\_\_?

**Instructor:** It makes changing the 4 \_\_\_\_\_ easier. The 5 \_\_\_\_\_ changes, but the content doesn't.

**Employee:** So, I change the style sheet. What happens to the content?

**Instructor:** Nothing, because the two are 6 \_\_\_\_\_.

**Employee:** Okay, I understand now. The words stay the same, but their appearance changes.