ESP 5 – ART & DESIGN – PART 1

UNIT 1. WEB DESIGN 1

GET READY!

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 ensurinng 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

❸ **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

❹ **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 _____.

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

PRACTICE QUIZ 1

❺ **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.

❼ **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** _____ _____?

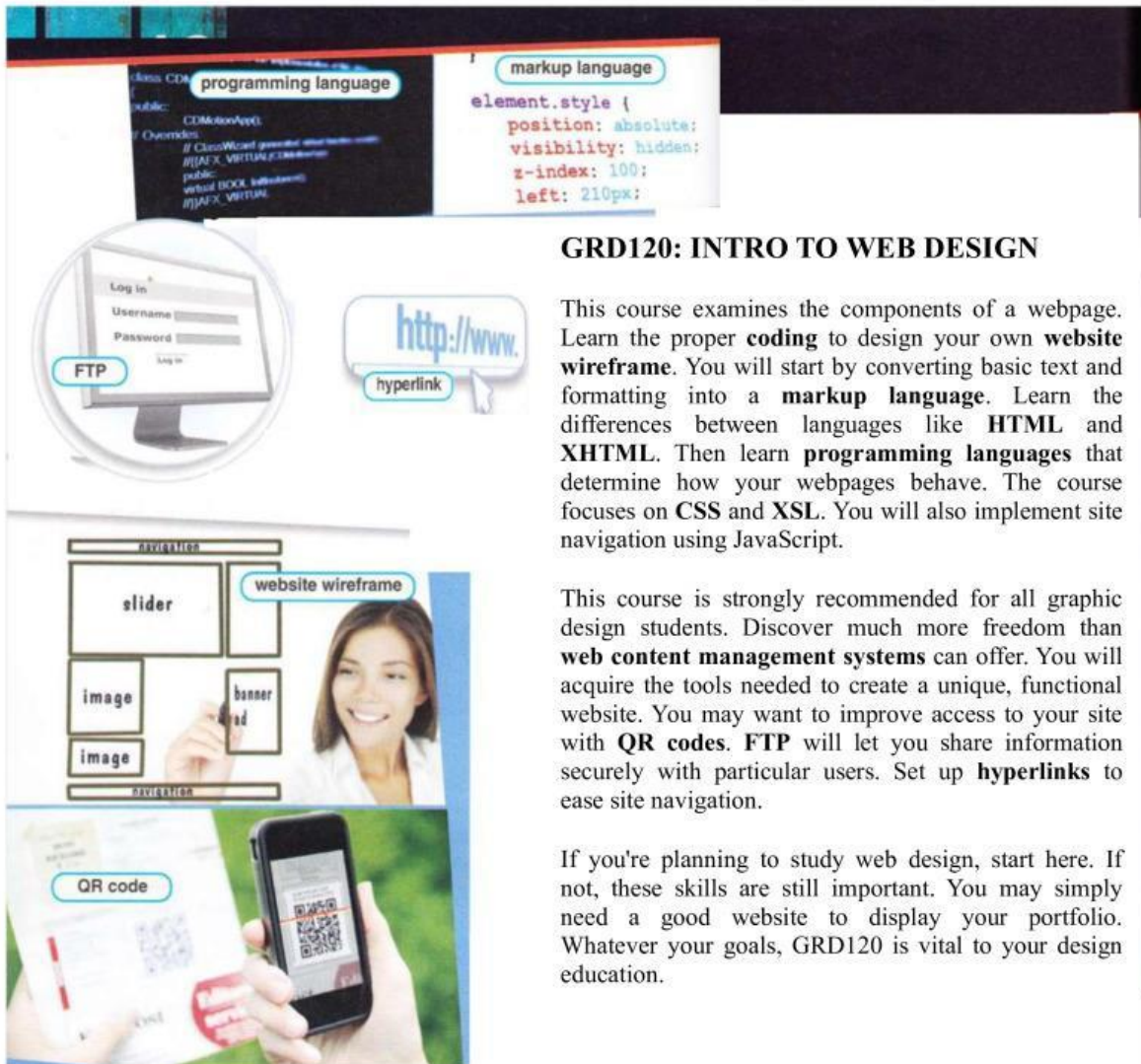**Designer**: Not at all. Navigation will be easy. It'll say "Make a Reservation" at the **4** _____ _____ _____ _____.

Client: And what will the pages **5** _____ _____?

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

UNIT 2. WEB DESIGN 2

GET READY!

GRD120: INTRO TO WEB DESIGN

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.

❶ **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

❷ **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

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

1 _____ coding	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

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

FTP	CSS	HTML	XHTML	XSL

Markup languages	Programming languages	Security systems
_____	_____	_____
_____	_____	_____

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

PRACTICE QUIZ 2

❺ **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

❼ **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?