Get ready!

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

1 What is one of the reasons for the growth of interactive design?

2 What kind of interface attracts a consumer's attention?

The Design WORLD

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.

navigation system

http://WWW ......

link
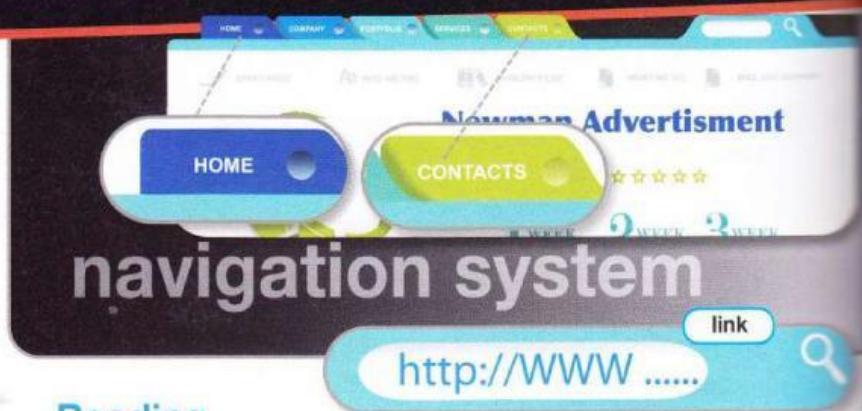
Reading

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

1 What is the article mostly about?
A education needed for a job in interactive design
B why design clients are asking for animated website features
C how technology affects the work of graphic designers
D techniques for creating attractive and functional web designs

2 What is NOT a recent change in the graphic design industry?
A designers no longer spend years on a single project
B designers often work with time-based media
C designers create interfaces for computers and wireless devices
D designers must be prepared to revise and update their designs

3 According to the article, why must designers frequently revise their designs?
A web-based content can change quickly
B consumers will grow bored with current designs
C clients expect designers to spend years on a single website
D consumers will make suggestions for design improvements

Vocabulary

3 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

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

wireless

32

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.