

QUICK TEST

UNIT 17

WEB DESIGN

1. Fill in the gaps with proper words. First letters are given, finish the words.

Like the phrase ‘beauty is in the eye of the beholder’, effective web design is judged by the users of the website and not the website owners. There are many factors that affect the **1) u**..... of a website, and it is not just about form (how good it looks), but also function (how easy is it to use). **2) W**..... that are not well designed tend to perform poorly. So what makes good **3) w**.....? Below we explore the top 3 web design **4) p**..... that will make your website aesthetically pleasing, easy to use, engaging, and effective.

1. PURPOSE

Good web design always caters to the needs of the user. Are your web visitors looking for **5) i**....., entertainment, some type of interaction, or to transact with your business? Each page of your website needs to have a clear **6) p**....., and to fulfill a specific need for your website users in the most effective way possible.

2. COMMUNICATION

People on the web tend to want information quickly, so it is important to communicate clearly, and make your information easy to read and digest. Some effective tactics to include in your web design **7) i**.....: organizing information using **8) h**..... and sub headlines, using bullet points instead of long windy sentences.

3. TYPEFACES

In general, Sans Serif **9) f**..... such as Arial and Verdana are easier to read online (Sans Serif fonts are contemporary looking fonts without decorative finishes). The ideal font **10) s**..... for reading easily online is 16px and stick to a maximum of 3 typefaces in a maximum of 3 point sizes to keep your design streamlined.

_____/10 points

2. Match terms with their definitions, write only letters(a,b.. etc.)

a. scanning b. zoom c. typo d. usability e. layout

- 11.** means making products and systems easier to use, and matching them more closely to user needs and requirements.
- 12.** is the overall design of a page, spread, or book, including elements such as page and type size, typeface, and the arrangement of titles and page numbers.
- 13.** is quickly looking over a vast area at all parts of something.
- 14.** means to change smoothly from a long shot to a close-up or vice versa.
- 15.** is an error (as of spelling) in typed or typeset material.

_____/5 points

3. Choose the correct item. Write only letters!

16. James when Wendy came into the room.

A was sleeping B slept C has been sleeping

17. I think I go to university when I leave school but I'm not sure yet.

A should B will C am going

18. My mother always the clothes on Monday.

A is washing B has washed C washes

19. They here for twenty years.

A work B have been working C were working

20. Greg..... down, opened the book and began to read.

A had sat B sat C was sitting

21. He a magazine once a week, but now he doesn't.

A used to buy B had bought C didn't use to buy

22. We on holiday to Italy tomorrow.

A have gone B go C are going

23. The train to London..... at six o'clock in the morning.

A leaves B leave C has left

24. At four o'clock yesterday afternoon, Chris..... his birthday presents.

A opens B was opening C has opened

25. The children.....to bed by the time the guests arrived.

A have already gone B will go C had already gone

_____/10 points

4. Complete the sentences with “will”/“would” + verbs from the box.

fall keep listen take drive

- 26. If you drop toast , itbutter side down every time.
- 27. I’m not surprised you had an accident – you..... too fast.
- 28. We lived by a lake and sometimes Dad us fishing.
- 29. People to you if you listen to them.
- 30. “Dad, I have broken my watch” “Well, you playing with it.”

_____ /5 points

Total _____ /30 points