

ESP 5 – ART & DESIGN – PART 1

UNIT 1. WEB DESIGN 1

GET READY!

9 Web Design 1

TIPS HELP CONTACT

web development

web design

R&J Web Solutions

In today's high-tech world, every company needs a **website**. Establish your business on the **Internet** with help from R&J Web Solutions.

Planning

click here navigation

searching. search engine

Our experts in **web design** will work closely with you. They will help you develop the **appearance** that best represents your company. They will also recommend how to distribute **content** effectively on each **webpage**.

Creation

Once we have a design, we'll start on **web development**. Our experienced developers know how to maximize **functionality**. Have you visited confusing websites? We have, too. That's why we strive to enhance **usability** whenever possible. Your visitors will appreciate the logical layout and easy **navigation**.

Access

Now you have a functional website. But how will people find it? R&J Web Solutions guarantees strong **visibility**. We work with the operators of major **search engines**. We'll ensure that you receive top placement among search results.

content

appearance

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 ensuring 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

3 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

4 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 _____.

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

PRACTICE QUIZ 1

⑥ 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.

⑦ 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?

GET READY!



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.

1 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

2 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

③ Match the words or phrases (1-8) with the definitions (A-H).

1 _____ coding	A 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

④ Place the words from the word bank under the correct headings.

FTP	CSS	HTML	XHTML	XSL
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Markup languages	Programming languages	Security systems
_____	_____	_____
_____	_____	_____

⑤ Listen and read the course description again. What causes two webpages to appear different, even if they have the same content?

PRACTICE QUIZ 2

⑥ 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

⑦ 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?