

11 Layout 1

Get ready!

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

- 1 What is information printed at the bottom of the page?
- 2 What is a section to the side of a page that shows information?

To: d.grover@yellowskydesigns.net

From: r.bowles@yellowskydesigns.net

Re: Project feedback

Hi Dennis,

Thank you for the new **layouts**. I'd like to see just a few changes.

I like the memo **template** for Krago Foods. However, the **header** should be a little bigger. The client wants a nice, bold title. Also, the logo **overlaps** the company name. Try separating them. If they must overlap, put the company name on top instead. I'd also like to see a **footer**. Maybe add the company address at the bottom.

The pamphlet for Grayson Academy needs more work. The client wants it to look like a newspaper. That means we need more balanced **alignment**. To start, divide each page into four **columns**. Then **justify** the text in each one. Reduce the picture on page 10 and **center** it. The text should wrap around both sides. On the first page, the **row** of contributors' names looks messy. Try putting that information in a **sidebar** instead.

Send over the new drafts as soon as possible.

—Rachel

THE EXTRA NEWS

ALL ABOUT

THE EXTRA NEWS

ALL ABOUT THE BIG WORLD WE LIVE IN

column

header

sidebar

center

Footer

Reading

2 Read the email. Then, mark the following statements as true (T) or false (F).

- 1 ___ The client at Krago Foods requested a smaller footer.
- 2 ___ The pamphlet for Grayson Academy will feature multiple columns.
- 3 ___ The email suggests using a sidebar instead of a row.

Vocabulary

3 Match the words (1-7) with the definitions (A-G).

- | | |
|--------------|-----------------|
| 1 ___ row | 5 ___ justify |
| 2 ___ center | 6 ___ column |
| 3 ___ layout | 7 ___ alignment |
| 4 ___ header | |

- A the way that physical parts are arranged
- B to distribute the parts of something evenly
- C to position something in the middle of a space
- D a block of text at the top of a page
- E a section of a page that extends from left to right
- F the way something is arranged in relation to something else
- G a section of a page that extends from top to bottom

4 Read the sentences and choose the correct words.

- 1 The designer added a **header/footer** to the bottom of the page.
- 2 Don't let the picture **overlap/justify** the text.
- 3 The designer developed a new **template/row** for all business letters.
- 4 The information in the **alignment/sidebar** supported the main article.

5 Listen and read the email again. Where should a list of contributors' names be moved to?

Listening

6 Listen to a conversation between two designers. Choose the correct answers.

- 1 What is the main idea of the conversation?
A instructions for a new project
B a complaint from a client
C a problem with a current design
D the technology needed to create a layout
- 2 What will the woman likely do next?
A contact the client
B develop a new template
C tell the man to design another layout
D find another designer for the project

7 Listen again and complete the conversation.

Designer 1: Do you have a new draft of the 1 _____ ready?

Designer 2: Not quite. The 2 _____ isn't working.

Designer 1: What's the trouble?

Designer 2: I enlarged that header, like you asked. Then I 3 _____. But now there's hardly any space in between.

Designer 1: Let me see. Hmm, you're right. The header and footer take up almost 4 _____.

Designer 2: Do 5 _____ the footer?

Designer 1: Yes, I think it's appropriate. But maybe you can use a smaller font. Put the whole address 6 _____ along the bottom.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

Do you have the ... ready?
I ... like you asked.
I agree, but ...

Student A: You are a designer.
Talk to Student B about:

- changes to a layout
- your suggestions
- the client's wishes

Student B: You are a designer.
Talk to Student A about changes to a layout.

Writing

9 Use the conversation from Task 8 and the email to complete the email from a designer to a client.

To: johnwhite@kragofoods.net
From: r.bowles@yellowskydesigns.net
Re: Pamphlet template design

Hello Mr. White,

We're having some trouble with the design changes you requested.

The main problem is _____

To fix this problem, we suggest _____

—Rachel Bowles, Yellow Sky Designs