

## Chapter 4: Web Design

### Topics discussed in this chapter:

- Website and Blog design

### Course objectives

- To be familiar with the main principals of web page design.
- To learn vocabulary related to web design
- To practice model verbs correctly.
- To design a mock home page for a college or company.

### Language

-Grammar: Model verbs.

-Vocabulary: website, web page, home page, blog, HTML, tag, web editor, cascading style sheets (CSS), body text, background, frames, hyperlink, RSS feed, plug-in, Java applet

File formats: .wav, .ra, .mp3, .avi, .mov, .mpg.

### Skills

- **Listening:** In this part, you will put the steps in the design of a website in the correct order based on information from an interview. You will also decide whether certain web design guidelines are right or wrong based on information from an interview.

- **Speaking:** In this section, you will discuss questions on website design. You will also describe your personal website and discuss a blog you would like to write.

- **Reading:** This part will help you find specific information in a text about a web page design.

- **Writing:** In this section, you will design a mock home page for your university or company and write a blog entry.

## Warm up

### A. Think of the answers of the following questions

1. Why do companies have websites?
2. What is the difference between a website and a web page?
3. What is a home page?
4. Do you have a blog or personal website? Describe its home page.

## 1 A typical home page



## 2 Web page design

### A. Read the text below and find the answers

1. The Language used to create web documents.
2. The type of software that lets you design web pages without writing HTML codes.
3. The format invented by Adobe to distribute text files over the Internet
4. A method of displaying multiple HTML documents in the same browser

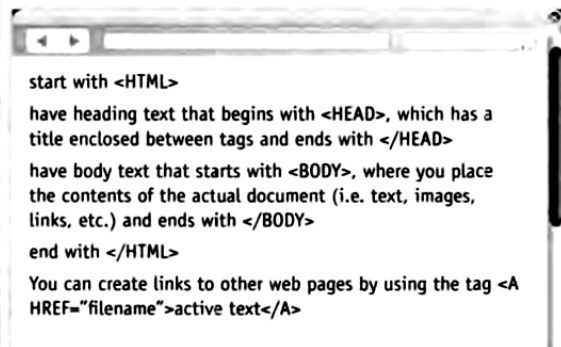
5. window.
6. The common graphics format used by websites.
7. Three popular formats used to store and play back video.

## Web page design

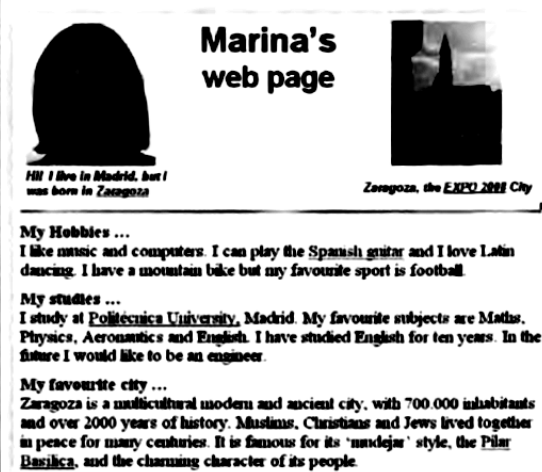
### HTML and web editors

The code behind most web pages is **HTML** (hypertext markup language), which consists of commands called **tags**. Tags are placed around pieces of text to tell the web browser how to display text or pictures. You can view the source HTML code of a web page by choosing the *Page Source* option in your web browser. But you needn't learn HTML in order to build your own website. Instead, you can use a word processor with web design capabilities or a dedicated **web editor** like Macromedia Dreamweaver or Microsoft FrontPage. Web editors are user-friendly and WYSIWYG (*What You See Is What You Get*). Different buttons and menu items let you design a page without writing HTML.

HTML files have this basic structure:



Some basic HTML source code



HTML file displayed as a web page

### Web page elements

There are a number of different elements that you can use on a web page:

- **Text** – displayed in a variety of fonts and sizes. Most text files are available in two formats: HTML or **PDF** (the **portable document format** that can be viewed with Acrobat Reader).
  - **Background** – the underlying colours and patterns of a web page
  - **Tables** – with columns and rows, used to position images and text on a page
  - **Frames** – rectangular areas that allow the display of different pages in the same browser window
  - **Cascading Style Sheets (CSS)** – a mechanism for adding styles to web documents. You could use HTML code to specify the font, text styles and background colour. Nowadays, however, it is more common to use CSS. This makes it easy to apply presentation changes across a website.
  - **Graphics, clip art, icons, background templates, wallpaper, and transparent images** – common formats are **.jpg** (joint photographic experts group), ideal for pictures with many colours, **.gif** (graphics interchange format), ideal for pictures with fewer colours, and **.png** (portable network graphics), which supports 16 million colours.
  - **Hyperlinks** – highlighted text or pictures (buttons, image maps, etc.) that act as links to other pages. If you want to share information with people, you can use **RSS feeds** and provide readers with a link to the feed. RSS allows subscribers to receive updates of blogs, news, podcasts, etc. Before **going live**, you should check that all the links work.
- ### Audio, video and animation
- Many websites now incorporate audio files, and if you're designing a site, you may like to insert songs, podcasts, etc. The most common audio formats are: **.wav** (Windows wave audio format), **.ra** (RealAudio file) and **.mp3** (MPEG-1 Audio Layer-3).
- Full-motion video** is stored in these formats: **.avi** (audio video interleave), **.mov** (QuickTime movie) and **.mpeg** (moving picture experts group).
- If you want to inject something special into your web pages, you can use Adobe Flash to include **interactive animations** and **streaming audio**. Additionally, you can insert Java applets – small programs that enable the creation of interactive files. Animations are made up of a series of independent pictures put together in sequence to look like moving pictures. To see or hear all these files, you must have the right **plug-in**, an auxiliary program that expands the capabilities of your web browser.

**B.** Read the text again and then match the sentence beginning (1-6) with the correct endings (a-f).

1. Instructions in HTML.
  2. Cascading Style Sheets are the way
  3. A hyperlink is any clickable text
  4. A plug-in is a small program
  5. Java applets are used to provide
  6. RSS feeds are summaries of web content
- 
- a. Image or button that takes you to another place on the web.
  - b. Used for handling audio, video and animation files.
  - c. Are called tags.
  - d. Interactive features to web applications.
  - e. To define the presentation of web pages, from fonts and colours to page layout.
  - f. Published in the Really Simple Syndication format for download.

### 3. Language work: modal verbs

**A.** Underline all modal verbs in the text and then look at the HELP box. Which modal verb from the HELP box does not appear in the text? Can you think of any other modal verbs?

**HELP box**

**Modal verbs**

We use modal verbs to add extra meaning to the main verb. They are followed by infinitive without *to*. Modal verbs are used in the following ways:

- To express a possibility  
*You **can/could** use Adobe Flash to include interactive animations.*  
*You **may** like to insert songs, podcasts, etc.*  
*The price of Dreamweaver **might** go down next month.*  
**Can** and **could** are often interchangeable when talking about possibility. **May** and **might** are used to express weaker possibilities and often come before the verb **like** to mean *It is possible you will like*.
- To ask for permission  
***Can/Could/May** I use your mobile phone?*  
**May** is more formal than **can** or **could**
- To talk about ability  
*They are looking for artists who **can** draw and design web pages.*  
**Could** is the past tense of **can** and is used to talk about ability in the past.
- To talk about obligation or necessity  
*To see or hear all these files, you **must** have the right plug-in.*  
*... you **needn't** learn HTML in order to build your own website.*  
**Needn't** means *don't need to* or *don't have to* and is used to express a lack of obligation.
- To give advice (see Unit 7)  
*Before going live, you **should** check that all the links work.*

**C.** Complete the following sentences with the suitable modal verbs from the HELP box. You may find more than one possible answer.

1. With Java I.....include some attractive banners on my website.
2. With a web editor, you.....create a web document easily.
3. These days, you.....learn how to use complicated HTML codes. Modern web design software is user-friendly and connects a visual layout into HTML code.
4. Once live, you.....update your website regularly.
5. To view a PDF file you.....have Adobe Reader.
6. Websites with graphics are more inviting than those written in plain text, so you.....like to insert some graphics into your documents.
7. ....I use your laptop? I need to print out the report.

**D.** Try to explain these things

1. You can now do more easily because of the internet.



2. You could do better if you had a faster Internet connection.

3. That may/might happen to the Internet in the next ten years.

4. You must consider when designing a website.

5. You should take into account when choosing which PC to buy.

## 4 Designing a Website

**A.** Think about your favourite website and answer these questions:

1. Do you like the way they are designed? Give reasons for your answer.
2. What elements do you think a good website should have? Make a list.



**B.** Listen to an interview with a web designer describing how to design a website and put these steps into the correct order.

- Write and format the text
- Decide the content and structure for the website
- Publish the website
- Insert computer graphics and sounds
- Keep the website upload
- Link related pages to each other using hyperlinks

**Think about these questions?**



- 1/ Think of 3 crucial questions you should ask yourself before designing a website ?
- 2/ What type of websites have you designed?
- 3/ According to you, what makes a great website?
- 4/ What is your approach to make your website secure?