INGLÉS TÉCNICO DE GRADO SUPERIOR UD-12

WEB DESIGN VS WEB DEVELOPMENT

ÍNDICE

[GET READY! 3](#_Toc151678465)

[READING 3](#_Toc151678466)

[VOCABULARY 3](#_Toc151678467)

[LISTENING 4](#_Toc151678468)

# GET READY!

Before you read the passage talk aboutthese questions.

1. *What makes a good business website?*

A good business website needs to look professional and be well-designed. It should contain high quality content and be easy to navigate. It should also be fast loading and informative.

1. *What kind of websites do you like to use?*

I like to use various websites such as Facebook and MySpace wich are social networking sites. I can communicate with people with familiar interests and find old school friends. I also make use of Google Search wich provides me with links to valuable information. I also visit e-commerce websites on a daily basis. I purchase a lot of products online and these sites offers numerous goods and services.

CSS = Cascading Style Sheet 🡪 a language used to set the style (font, color, spacing…) of HTML elements on a webpage.

Coding = The process of writing computer programs.

# READING

Read the article from a business newsletter. Then, choose the correct answers.

1. What does the Web Development class NOT teach?
2. making a website easy to use
3. improving a website's visibility
4. using code to program a website
5. **how to market a new website**
6. What can you infer about the Web Design class?
7. Attending the class is mandatory.
8. The first class addresses functionality.
9. **It focuses on improving a site's visual element.**
10. Its registration fee is less than the Web Development class.
11. What is the function of CSS?
12. It helps improve navigation.
13. It decreases a website's visibility.
14. **It changes the style of a web page.**
15. It expands the functionality of a website.

# VOCABULARY

Match the words (1-6) with the definitions (A-F).

1. **web design:** choosing a website's visuals.
2. **visibility**: how easily you can find a website on a search engine.
3. **coding:** a website's programming.
4. **usability:** how easily a user can use a website.
5. **navigation:** moving around a website.
6. **content:** everything contained in a website.

Fill in the blanks with the correct words and phrases from the word bank.

1. The website doesn't work well. I want to improve its **functionality.**
2. My website looks boring. I'll give it a more interesting **appearance.**
3. If you are interested in making a website, take a **web development** class.
4. I'm learning **CSS** so that I can change my website.

Listen and read the article from a business newsletter again. Which class would someone attend to learn about developing a website's performance?

Someone interested in learning about how to develop a website’s performance, would attend the Web Development class which focuses on expanding functionality.

# LISTENING

Listen to a conversation between an instructor for a web development class and an employee. Choose the correct answers.

1. What do the speakers mostly talk about?
2. how to change content
3. **why sheets are separate**
4. choosing the correct CSS style sheet
5. the difference between content and style
6. What happens when the style sheet and the content are separated?
7. It alters the content.
8. **The content does not change.**
9. Content needs creating.
10. The words are changed in the content.

Listen again and complete the conversation.

* Instructor: So, that's how we change the website's style. Does anyone have any questions?
* Employee: Yes. I have one. It's about 1 **CSS.**
* Instructor: Oh, the 2 **Cascading Style Sheets**. What do you want to know?
* Employee: Why do we separate the style sheet and the 3 **content**?
* Instructor: It makes changing the 4 **webpage** easier.
* The 5 **appearance** changes, but the content doesn't.
* Employee: So, I change the style sheet. What happens to the content?
* Instructor: Nothing, because the two are 6 **separate.**
* Employee: Okay. I understand now. The words stay the same, but their appearance changes.