

# ENGLISH FOR IT

## #5 Design concepts



Анастасія

Викладач Englishdom

Сертифікати: TOEFL

Досвід викладання - 5 років

[ju:] Hi[haɪ] how [haʊ] are

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- Design concepts and design considerations
- Passive: continuous

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# Warm up

1. Do you know what the expression “IT hamster” means? Check the first answer.
2. So now it’s time to guess what the expression “Hamster wheel” means. Check the second answer.
3. Did you guess both right?
4. Do you have such people in your company? If so, what’s your attitude towards them?

Answers:

*1 – an IT person who tries to base his/her IT career not on actual work and learning the ropes, but on excelling in "compliance" with the corporate procedures and policies, whatever it means. Super energetic but completely clueless. Enjoys using hamster wheel;*

*2 – neverending meetings.*



# Warm up



Design is not just what it looks like  
and feels like. Design is how it  
works.

STEVE JOBS

you [ju] H i h

# Vocabulary

**Alignment** – is the way that the different elements in a design are arranged, usually in relation to a page or document

**Body Copy** – the main text that people will read on a design

**Calligraphy** – the art of writing letters with a very specific tool



**Alignment** occurs when two lines form a single line.



Simple, clean typefaces are the best for **body copy**.



**Calligraphy** is the artful and visual expression of communication.

# Vocabulary

**Design pattern** – is a written document that describes a general solution to a design problem that recurs repeatedly in many projects

**Refinement** – modifying an idea so that it functions more effectively or looks more aesthetically pleasing

**Golden ratio** – is a mathematical ratio you can find almost anywhere, like nature, architecture, painting, and music. It is the number used when two quantities are divided in a way that their ratio is the same as the ratio of their sum to the larger one of the two quantities. That number is 1.618, also called Phi.



This **design pattern** doesn't work for today's users.



**Refinement** of data collection and normalization processes will continue.



The usage of the **Golden ratio** has a positive influence on the overall design and its elements individually.

# Vocabulary

**Predesign** – to design beforehand or in advance

**Extensible** – designed to allow the addition of new capabilities and functionality

**Fault-tolerance** – is a process that enables an operating system to respond to a failure in hardware or software

Our company carries out a full cycle of design: **predesign** studies, sketches, design projects irrespective of appointment and complexity of an object.



**Extensible** design in software engineering is to accept that not everything can be designed in advance.



The main benefit of the program is its **fault-tolerance** and independency from the network infrastructure.

# Vocabulary

**Robustness** – is the ability of a computer system to cope with errors during execution and cope with erroneous input

**Scalability** – is the measure of a system's ability to increase or decrease in performance and cost in response to changes in application and system processing demands

**Usability** – is a quality attribute that assesses how easy user interfaces are to use



**Robustness** of networks to random and hackers' attacks.



**Scalability** on these servers is achieved by increasing the capacity of the existing system.



User experience and **usability** hinge on preferences of the end users.

# Get to know

## Software architect and UX designer

A **software architect** is responsible for creating or selecting the most appropriate architecture for a system, such that it suits the business needs, given constraints. Software architect's to-do list:

- Designing the project based on the received requirements
- Choosing the technologies for the implementation of each component and connections between the components
- Choosing the system architecture and each individual component of this system at a hight level
- Code-review
- Code refactoring
- Writing project documentation and its support and creating unified development standards in the company

# Get to know

A UX designer's role is directly involved in the process of making a product useful, usable and enjoyable for its users. UX Designer to-do list:

- Product Research
- Creating Personas and Scenarios
- Information Architecture
- Creating Wireframes
- Prototyping
- Product Testing



Code refactoring is a part of a software architect's job.



Writing project documentation and creating unified development standards in the company can be hard.



Could you create wireframes before the next meeting?

# Get to know

## Design concepts

## Design considerations

### Design concepts

- Abstraction
- Refinement
- Modularity
- Control Hierarchy
- Structural Partitioning
- Information Hiding

### Design considerations

- Compatibility
- Extensibility
- Modularity
- Fault-tolerance
- Maintainability
- Reliability
- Reusability
- Robustness
- Security
- Usability
- Performance
- Portability
- Scalability

# Get to know

You can use some or all of the aspects of the pre existing software in other projects with little or no modification. It's called reusability.



New capabilities can be added to the software without major changes.



The software could recover from component failure, but something went wrong.



# Get to know

## Passive: continuous

**Affirmative**

I  
We  
You  
They  
He  
She  
It  
Everybody

+

**be**

+

**be not**

+

**being + ...  
ed / III form**

+

verify  
promote

assign

report

evaluate

quote

**Question**

**Be**

+

I  
we  
you  
they  
he  
she  
it  
everybody

+

Passive Continuous is used with the same time markers as Continuous Tenses.

# Get to know



The code is being processed right now. You mustn't interrupt, because it may damage your code.



The product isn't being examined at the pre design stage at the moment. It has already passed the verification.



Sorry, I'm late. Is user interface design being discussed right now?

# Game



Count the number of used Passive Continuous

In 2023, risograph printing is being reimagined for digital, abstract graphics. Its grainy textures add depth and noise to minimalist shapes. This has inspired many designers to create surreal valleys of abstraction with a touch of vintage flair.

As digital displays improve and the richness of color increases, these calming tones are being utilized more across social media assets and web design. They're the perfect antithesis to the bright and bold colors also trending.

Flat and 3D icons and illustrations are being used across the board. The primary connection between them is how colorful they are.

Vector designers are familiar with bold outlines, flat colors, and limited perspective techniques found in this type of art. In today's creative world, similar designs are being used to give ordinary flat vector scenes that extra edge.

# Game

## Answers

In 2023, risograph printing **is being reimagined** for digital, abstract graphics. Its grainy textures add depth and noise to minimalist shapes. This has inspired many designers to create surreal valleys of abstraction with a touch of vintage flair.

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# Game 2

## Matching Game: match words with definitions

1 jpeg / gif

2 a tab

3 block of text

4 row

5 mock-up

6 banner

7 logo

8 column

A a word, symbol, or image representing a company

B an area that takes users to a separate page when it is clicked

C an area of the screen with an advertisement

D a vertical section of the screen

E a horizontal section of the screen

F commonly used formats for photographs

G an area of the screen filled with words

H a working model for demonstration or testing

# Game 2

## Correct answers

- |                        |   |                                                                  |
|------------------------|---|------------------------------------------------------------------|
| 1 <b>jpeg / gif</b>    | → | F commonly used formats for photographs                          |
| 2 <b>a tab</b>         | → | B an area that takes users to a separate page when it is clicked |
| 3 <b>block of text</b> | → | G an area of the screen filled with words                        |
| 4 <b>row</b>           | → | E a horizontal section of the screen                             |
| 5 <b>mock-up</b>       | → | H a working model for demonstration or testing                   |
| 6 <b>banner</b>        | → | C an area of the screen with an advertisement                    |
| 7 <b>logo</b>          | → | A a word, symbol, or image representing a company                |
| 8 <b>column</b>        | → | D a vertical section of the screen                               |

# Подарунки від Englishdom

✨ 2 місяці Premium доступу  
до ED WORDS з промокодом

**cyberbioniced**

📁 тематичні набори слів

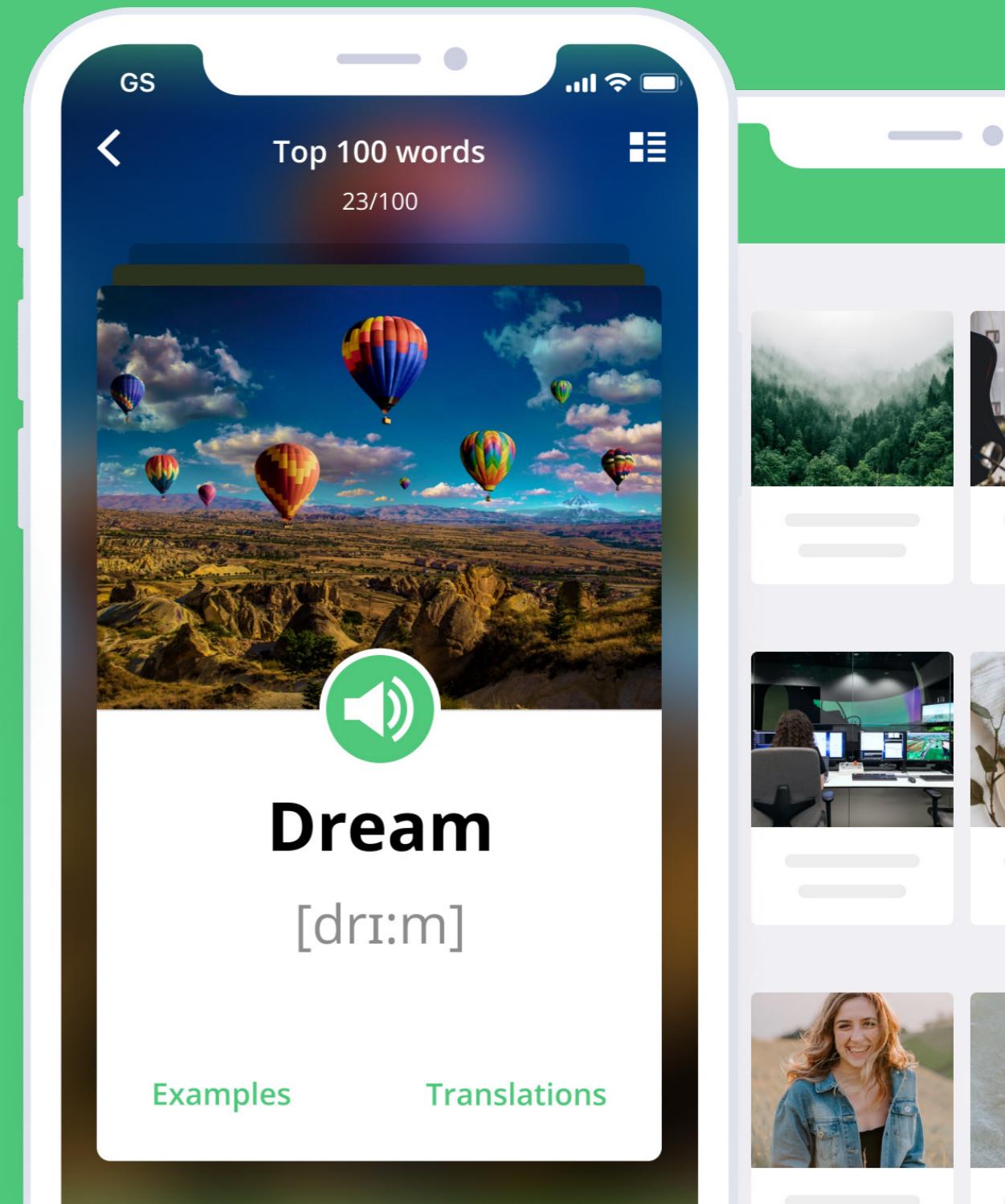
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📈 статистика навчання

😎 змагання з друзями

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# ✨ Індивідуальні заняття з англійської з досвідченим викладачем на інтерактивній іт-платформі

За промокодом **cyberbionic23** знижка 15% для всіх українців на всі пакети уроків



Заняття проходить на онлайн-платформі ED Class через відеозв'язок з викладачем



Викладач україномовний або носій англійської



Особистий куратор відстежує прогрес і може коригувати програму

**БЕЗКОШТОВНИЙ ПРОБНИЙ УРОК**

# Useful links

Набір слів [Design](#)

Практика [Design concepts](#)

Стаття [Mind mapping in executive education: Applications and outcomes](#)

Стаття [Top 13 Graphic Design Trends \(2022-2024\)](#)

Відео TED's [The first secret of design is ... noticing](#)

Відео TED's [High-tech art](#)

Відео TED's [Start with why -- how great leaders inspire action](#)

# Thank you for your attention!

Do you have any questions?

Please feel free to send them to our chat!



[j u ] H i [hʌɪ] how [haʊ] are