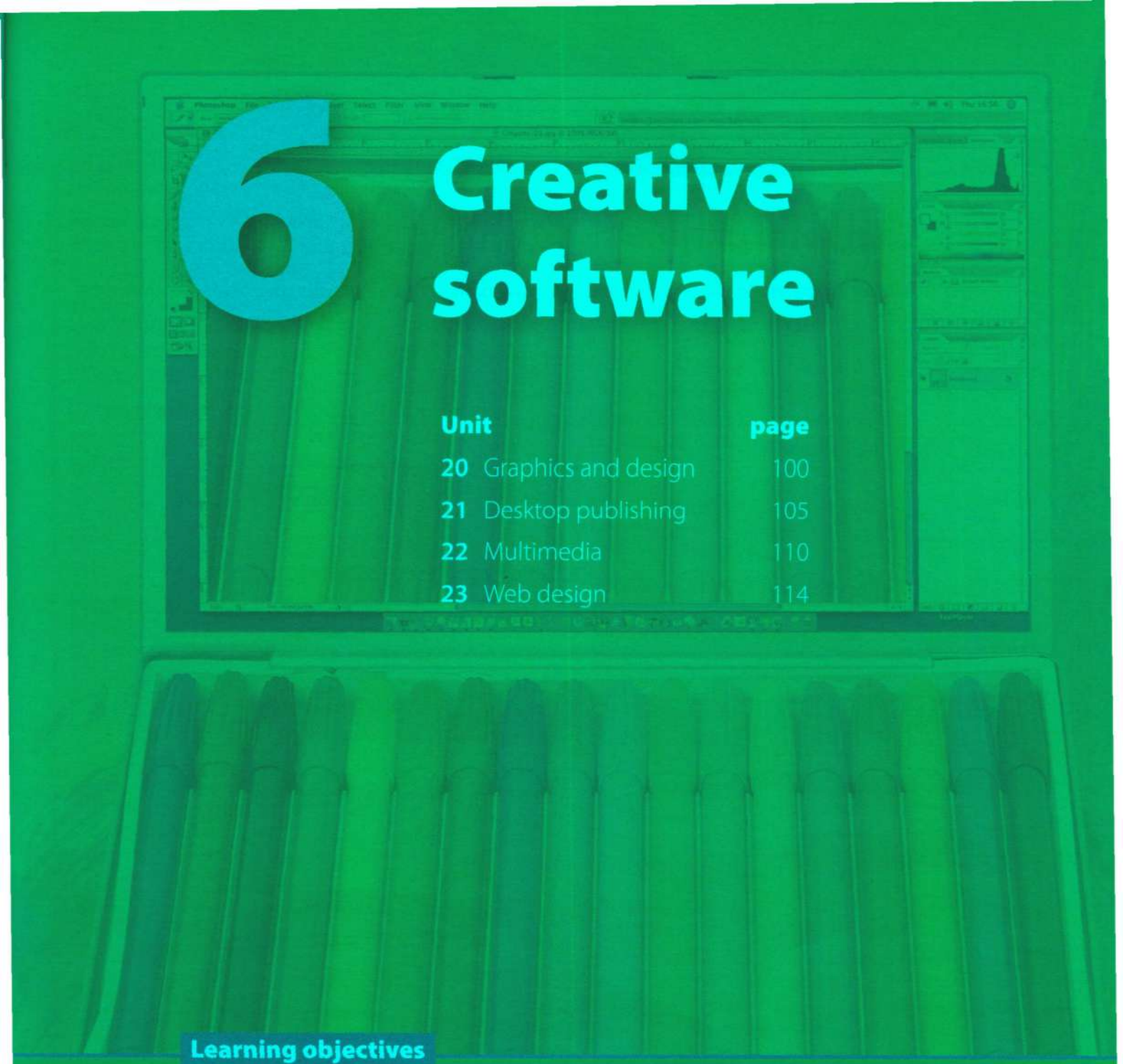
6 Creative software



Learning objectives

In this module, you will:

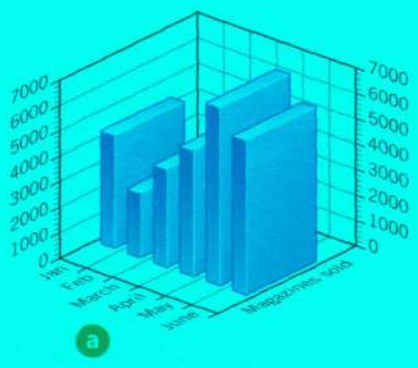
- learn and use vocabulary related to graphics software.
- learn how to describe graphics.
- study the basic features and vocabulary related to desktop publishing.
- discuss the pros and cons of e-publishing versus paper publishing.
- write a letter to a newspaper.
- learn about the main components and applications of multimedia systems.
- learn how to use conditional sentences.
- study the basic principles of web page design.
- learn how to use common modal verbs.
- design a mock home page for a college or company.

Unit 20 Graphics and design

1 Computer graphics

A In pairs, look at the computer graphics (a–d) and discuss these questions.

1 Which of these computer graphics are three-dimensional (3-D)?
2 What are the advantages of creating 3-D images?
3 Which types of professional might use the computer graphics (a–d)?
4 Who else uses computer graphics in their job? How do they use them?



a

b


c


d

B Read the text on page 101 and check your answers to 3 and 4 in A.

C Read the text again and answer these questions.

1 What are the differences between *raster* graphics and *vector* graphics?
2 Which graphics file formats are mentioned?
3 What is *compositing*?
4 What does CAD stand for?
5 What are the benefits of using graphics in the car industry?
6 What type of graphics software is used to make maps or 3-D models of the Earth?
7 Who uses computer animation? How?

Computer graphics

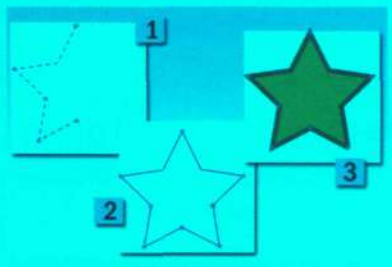
Computer graphics are pictures and drawings produced by computer. There are two main categories:

Raster graphics, or **bitmaps**, are stored as a collection of pixels. The sharpness of an image depends on the density of pixels, or **resolution**. For example, text or pictures that are scaled up – that is, made bigger – may show **jagged** edges. Paint and photo-editing programs like Adobe Photoshop focus on the manipulation of bitmaps. Popular raster formats are **JPEG**, **GIF** and **TIFF**.

Vector graphics represent images through the use of geometric objects, such as lines, curves and polygons, based on mathematical equations. They can be changed or scaled without losing quality. Vector data can be handled by drawing programs like Adobe Illustrator, Corel Draw or Macromedia Freehand. **EPS** is the most popular file format for exchanging vector drawings.

◁ *Bitmap graphics are composed of pixels, each of which contains specific colour information*

Vector graphics consist of points, lines and curves which, when combined, can form complex objects ▷



Almost all computer users use some form of graphics. Home users and professional artists use image-editing programs to manipulate images. For example, you can add **filters** (special effects) to your favourite photos, or you can **composite** images. Compositing is combining parts of different images to create a single image. Graphic artists and designers use drawing programs to create freehand drawings and illustrations for books or for the Web. Businesspeople use presentation graphics to make information more interesting visually – graphs and diagrams can be more effective ways of communicating with clients than lists of figures. Electrical engineers use graphics to design circuits in order to present data in a more understandable form. Mechanical engineers use **CAD** (**C**omputer **A**ided **D**esign) software to develop, model and test car designs before the actual parts are made. This can save a lot of time and money.

CAD is also used in the aerospace, architecture and industrial sectors to design everything from aeroplanes and buildings to consumer products. Designers start a project by making a **wireframe**, a representation showing the outlines of all edges in a transparent drawing. They then specify and fill the surfaces to give the appearance of a 3-D solid object with volume. This is known as **solid modelling**. Next, they add paint, colour and filters to achieve the desired 'look and feel': this is called **texturing** the object. Finally, they **render** the object to make it look real. Rendering includes lighting and shading as well as effects that simulate shadows and reflections.

◁ *A wireframe model of a teapot*

Smooth shading – part of the rendering process ▷

Computer art, or **digital art**, is used in adverts and TV programmes. Artists and scientists use special graphic applets to create amazing **fractals**. Fractals are geometrical patterns that are repeated at small scales to generate irregular shapes, some of which describe objects from nature. Government agencies use **GIS** (**Geographic Information Systems**) to understand geographic data and then plan the use of land or predict natural disasters. Cartographers use GIS to make detailed maps. Animators use **computer animation** software to create animated cartoons or add effects in movies and video games.

A fractal

D Match the words (1–6) with the definitions (a–f).

1	resolution	a	special effects that can be applied to pictures
2	jagged	b	a technique that generates realistic reflections, shadows and highlights
3	filters	c	geometrical figures with special properties
4	wireframe	d	irregular or uneven
5	rendering	e	the number of pixels in an image
6	fractals	f	the drawing of a model by using features like edges or contour lines

E In pairs, discuss which application of computer graphics you think is the most important or useful. Give reasons for your answers.

2 *Language work: the* -ing *form*

A Look at the HELP box and decide if the *-ing* forms in these sentences are gerunds, present participles or adjectives. Write *g, pp* or *a*.

1 PCs generate graphics by performing mathematical calculations on data. _____

2 Businesspeople use graphics to make information more interesting visually. _____

3 *Graphs and diagrams can be more effective ways of communicating with* clients than lists of figures. _____

4 She is designing a logo for the company. _____

5 If you need to make a presentation, I suggest using PowerPoint. _____

6 The Internet is a network linking other networks. _____

B Correct the mistakes in these sentences. There are seven mistakes in total.

1 Computer animation is the process of create objects which move across the screen.

2 *Texturing* involves add paint, colour and filters to drawings and designs.

3 You can open the colour palette by click on the corresponding icon.

4 CAD programs are very fast at to perform drawing functions.

5 A lot of time and money is saved by test a car design before to make the product.

6 To render refers to the techniques used to make realistic images.

HELP box

The *-ing* form

We use the **-ing** form in three ways:

1 ***Rendering*** *includes* ***lighting*** *and* ***shading****.*
2 *We are* ***designing*** *a new car on computer.*
3 *They use special applets to create* ***amazing*** *fractals.*

- In 1, **rendering** is a gerund (see below), acting as the subject. **Lighting** and **shading** are also gerunds, acting as the objects. *A gerund refers to an activity or process.*
- In 2, **designing** is a present participle. This is used in continuous tenses (in the above example, the present continuous) and reduced relative clauses.
  … a representation ***showing*** *the outlines of all edges.*
  (= which shows the outlines …)
- In 3, **amazing** is an adjective.

We use gerunds in the following ways:

- As the subject of a verb
  Compositing *is combining parts of different images to create a single image.*
- As the complement of the subject
  Compositing is ***combining*** *parts of different images …*
- As the object of a verb
  I ***enjoy editing*** *pictures.*
- After a preposition
  Designers start a project ***by making*** *a wireframe.*
- As the complement of a verb
  This course ***involves painting*** *and* ***drawing*** *in various media.*
- Some verbs are followed by the gerund, not by the infinitive (e.g. **avoid**, **fancy**, **finish**, **give up**, **hate**, **imagine**, **involve**, **keep**, **look forward to**, **mind**, **suggest**, **enjoy**)

3 The toolbox

A **Listen to an extract from an online tutorial about graphics programs and answer these questions.**

1 What is a *toolbox* in graphics software?
2 What are graphics *primitives*?
3 What sort of *attributes*, or characteristics, can be used in graphical objects?
4 What does *translation* mean?

B **Listen again and complete this extract from the web version of the tutorial.**

Graphics programs usually have a *toolbox* – a collection of drawing and (1) _____ tools that enable you to type, (2) _____, draw, paint, edit, move, and view images on the computer.

The basic shapes which are used to (3) _____ graphical objects are called *primitives*. These are usually geometric, such as lines between two points, arcs, circles, polygons, ellipses and even text. Furthermore, you can specify the *attributes* of each primitive, such as its colour, line type, fill area, interior style and so on.

The various tools in a toolbox usually appear together as pop-up icons in a menu or palette. To use one, you activate it by (4) _____ on it. For example, if you want to (5) _____ a rectangle, you activate the rectangle tool, and the pop-up options give you the possibility of (6) _____ rectangles with square or rounded corners.

You can transform an object by translating, (7) _____ or scaling it. *Translation* means moving an object to a different location. *Rotation* is (8) _____ the object around an axis. For example, you may need to rotate an object 90 or 180 degrees to fit the drawing. (9) _____ is making the object larger or smaller.

C **Match the tools from the Photoshop toolbox (1–10) with the functions (a–j).**

1  Marquee select tools
2  Move tool
3  Crop tool
4  Paintbrush, pencil
5  Eraser
6  Paint bucket
7  Type tool
8  Colour picker (Eyedropper)
9  Zoom
10  Colour tools and palette

a cut down the dimensions of a picture
b select a particular part of an image (you can choose different shapes for selection)
c fill in an area with a colour
d control the foreground and background colour
e select a specific colour in a photo
f magnify areas of an image when you are doing close, detailed work
g delete the part of the picture you drag it over
h insert text into your document
i draw and paint in different shapes and patterns
j move a selection or entire layer by dragging it with your mouse

4 Choosing graphics software

Work in pairs. Student A chooses a task from the list (1–6) and describes it. Student B chooses the most appropriate graphics software for the task (a–f) and gives reasons for his or her choice. Swap roles. Look at the text on page 101 and the *Useful language* box to help you.

1 to edit and retouch photos
2 to create illustrations and drawings for a magazine
3 to prepare slideshows for training sessions or conferences
4 to make mechanical designs and architectural plans
5 to create dynamic simulations and special effects for films, TV, advertisements and games
6 to analyse geographic data and make maps

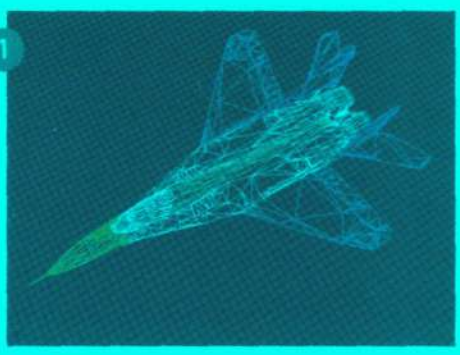
a Computer animation software, for example 3-D Studio Max
b GIS software, for example ArcView
c Presentation software, for example PowerPoint
d A CAD package, for example AutoCAD
e Vector graphics software, for example Freehand
f A paint and image-editing program, for example Photoshop

Useful language

If I need to …, what software would you recommend?
For that kind of task, the best thing would be …
It allows you to … and …
I wouldn't recommend … because …
A good program of this type is …

5 Describing graphics

Look at the images (1–4), which show the stages involved in drawing a plane using computer software. Write a short description of stages 2, 3 and 4. Look at the text on page 101 and the *Useful language* box to help you.



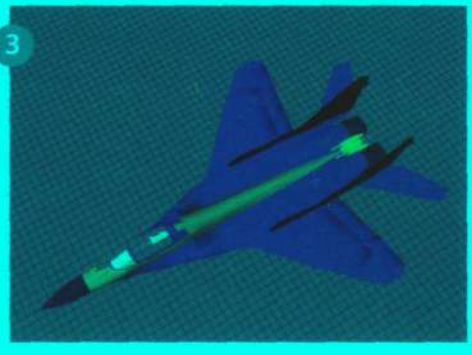
Wireframe

This first image shows a wireframe model, probably made using CAD software. A wireframe is a drawing with edges and contour lines. The parts of the plane are shown in different colours (violet, green, blue, etc.).

Useful language

This picture shows …
In this (next) stage …
The designer has used …
This stage is called …
Rendering techniques include …
As a finishing touch, …

Solid modelling



Texturing the model

Rendering

Unit 21 Desktop publishing

1 What is desktop publishing?

A **In pairs, discuss these questions.**

1 What kind of documents can be produced with a desktop publishing system?

2 Page layout software is the key component of a desktop publishing system. Which file types can be imported into a page layout program?

B **Read the text and check your answers to A.**

What is desktop publishing?

Desktop publishing (**DTP**) refers to the use of computers to design and publish books, brochures, newsletters, magazines and other printed pieces. DTP is really a combination of several different processes including word processing, graphic design, information design, output and pre-press technologies, and sometimes image manipulation.

DTP centres around a **page layout program**. Typically, a layout program is used to import texts created in word processing programs; charts and graphs from spreadsheet programs; drawings and illustrations created in CAD, drawing or paint programs; and photographs. The program is then used to combine and arrange them all on a page. It is this ability to manipulate so many different items and control how they are used that makes layout software so popular and useful. However, modern word processors also have publishing capabilities, meaning the line separating such programs from DTP software is becoming less clear. In general, though, powerful new publishing systems use high-quality scalable **fonts** and give you control over typographic features such as **kerning** (adjusting the spaces between letters to achieve even, consistent spacing). Another key feature of DTP software is **text flow** – the ability to put text around graphic objects in a variety of ways.

Once composed, DTP documents are printed on a laser printer or on a high-resolution imagesetter (see Unit 8). For transfer to a commercial printer, the documents are generally saved in their native page layout format (such as Adobe InDesign or QuarkXPress) or as **PDF** files. PDF stands for **P**ortable **D**ocument **F**ormat and allows people to view, search and print documents exactly as the publisher intended – you don't need to have the software and fonts used to create it. PDF files can be published and distributed anywhere: in print, attached to email, posted on websites, or on DVD. To open a PDF file, only the Adobe Acrobat Reader (a free download) is required.

In modern commercial printing, DTP files are output directly to the **printing plates** without using film as an intermediate step. This new technology is known as **Computer-To-Plate** (**CTP**) or **direct to plate**, and the machine that generates plates for a printing press is called a **platesetter**. CTP machines are expensive, so most people take their files to a **service bureau**, a company that specializes in printing other people's files. Service bureaux offer a full range of scanning and printing solutions.

C **Read the text again and answer these questions.**

1 What type of software is used for the creation of DTP documents?

2 What are three differences between DTP software and word processors?

3 What is a PDF and what can it do?

4 Which program do you need to view a PDF document?

5 Why do people send their DTP files to service bureaux?

D Find words in the text with the following meanings.

1 shape, style and size of a typeface, for example `Courier at 10pt`
2 the process of adjusting the space between characters
3 feature that enables you to wrap text around images on the page
4 metal surfaces that carry the image to be printed
5 a machine that creates the printing plates

E In pairs, discuss the question *What is desktop publishing?* in as much detail as you can. Then look back at the text on page 105 to see how much you remembered.

2 Language work: order of adjectives

A Look at the HELP box and then make phrases using the words in the correct order.

Example: computer programmer / young / clever
a clever, young computer programmer

1 software / desktop publishing / user-friendly
2 hardware company / reliable / young
3 German / industry / graphic design
4 word processing / applications / modern
5 Sony / new / music player / portable

HELP box

Order of adjectives

- Adjectives usually come *before* the noun (also known as the headword).
  They give you control over ***typographic features****.*
  For transfer to a **commercial printer**, *the document is …*
- However, adjectives come *after* certain verbs (e.g. **be**, **look**, **become**, **seem**, **sound**), complementing the subject of the sentence.
  CTP machines ***are expensive****.*
- Adjectives can also complement the object of the sentence.
  This makes layout software ***popular*** *and* ***useful****.*
- This is the usual order of adjectives before a noun:

Opinion	Description	Origin/Place	Material	Purpose	Headword
powerful	new			publishing	systems
high-quality	scalable				fonts
	thin	American	aluminium	printing	plates

Adjectives are ordered from the most subjective (e.g. **nice**) to the most objective (e.g. **silicon**).

Brand names (**Microsoft**, **Sony**, etc.) are considered adjectives of origin/place.

If there is more than one adjective in a sentence, they are usually separated by commas, unless the adjective forms an integral part of the headword (*A fantastic, thin, Sony MP3 player.*)

B Translate these sentences into your own language. How does the use of adjectives differ from English? Think about word order and whether the form of the adjective changes or not.

1 DTP refers to the use of personal computers to produce high-quality printed documents.
2 A page layout application is used to import text from word processing programs and pictures from painting and drawing programs.
3 In modern commercial printing, DTP files are output directly to the printing plates.

C In pairs, choose an object in your classroom or office and think of three words to describe it. Put the words into the correct order and make a sentence.

Example: PC: black, old, DELL
On my desk I've got an old, black, DELL PC.

3 *Steps in a DTP publication*

A Look at this extract from an online tutorial for DTP publishing. Put the steps in the creation of a DTP document (a–f) into the correct order.

1 [a] 2 [c] 3 [e] 4 [d] 5 [f] 6 [b]

a First, the DTP designer decides the basic form of the document (the type of document, general design, colour, fonts, images required, etc.).

b The last step is to take the files to a service bureau, which will print the publication.

c To create the DTP document, the designer begins by selecting a template or by specifying the settings of a new document (the page size, margins, columns, paragraph styles, master pages, etc.).

d When the text has been edited, the designer imports the pictures and uses precise tools to position, scale, crop and rotate all the items.

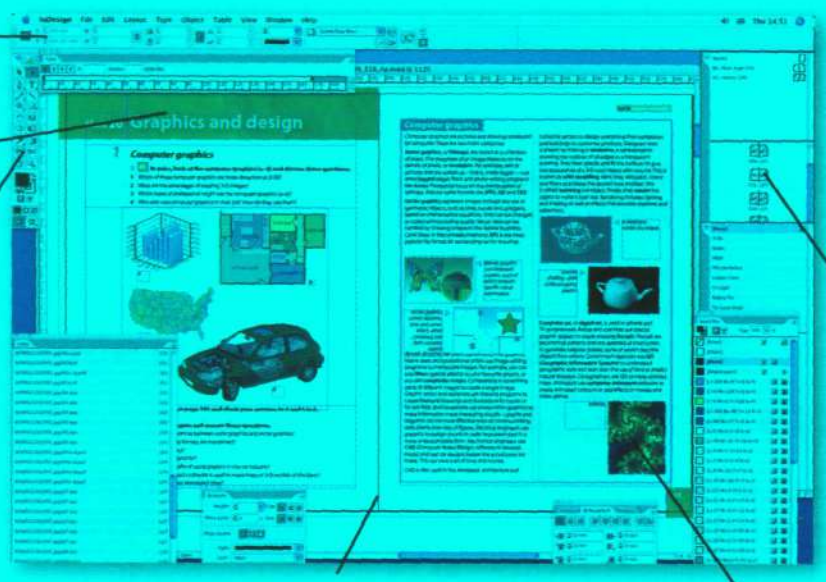
e The next step is to type the text directly or to import it from a word processing program like Word or WordPerfect.

f Once the file is composed and saved, the designer has to prepare it for printing, which involves verifying the colour specification, creating a Postscript or PDF file, exporting the file in HTML format for the Web, checking proofs, etc.

B Listen to the audio from the online tutorial and check your answers to A.

C Label the features of this page designed with Adobe InDesign (1–6) with words from the box.

toolbox	layout of master pages	dimensions	guide	horizontal ruler	scanned photo



4 Writing a letter

A Although most written communication these days is carried out by email, letters are still appropriate for more formal correspondence. Look at this letter. What is the writer asking for?

a Rhondda High School
31 Prospect Place, Cardiff, Wales

b 28th March 2008

c The Editor
El Independiente
Moratin, 7
28006 Madrid
Spain

d Dear Sir/Madam,

e We are writing to ask if you can help us with our school project. We are doing a survey of the major newspapers in the European Union to find out which computer systems and desktop publishing programs they use.

f We would be very grateful if you could tell us which hardware, graphic design and page layout software you use at *El Independiente*. Could you also tell us how long your online edition has been running for? Thank you very much in advance.

g We look forward to hearing from you.

h Yours faithfully,

Katherine Powell

Katherine Powell, student representative

B Match the parts of the letter (a–h) with the descriptions (1–8).

1 [b] For example, *28th March 2008*, or 28 March 2008, or *28/03/2008*.

2 [e] This is usually in the top right corner of the letter, but can be in the centre if it's a printed letterhead.

3 [a] State the reason for writing: *I am / We are writing to … / We are currently …*

4 [c] This should be included on the left hand side of the page, before the greeting.

5 [d] Start with *Dear Sir/Madam* or *Dear Mr/Mrs/Ms …* Use *Ms* if you are not sure if the recipient is married or not. It is often best to use *Ms*, as *Mrs* can cause offence.

6 [f] Make any requests or ask any questions you need to: *We would be grateful if you could …*, Could you also …

7 [g] Request further contact, if necessary: *We / I look forward to hearing from you. / Please contact us by …*

8 [h] If you have started the letter with the person's name (for example, *Dear Mr Robinson*), then end with *Yours sincerely*. If you do not know the name of the recipient, end with *Yours faithfully*.

C Write a letter to a local newspaper, asking for information about the hardware they use in their production, the page layout software they use, and the data communications systems they use. Use A and B above to help you.

5 *E-publishing versus paper publishing*

A Look at this web extract about e-publishing. What examples of e-publishing can you find in the text?

Publishing has existed in its current form for centuries. Ever since paper was first invented, human beings have found ways of using it to pass on messages to each other. Books, magazines and newspapers are now part of our everyday lives, but with the invention of the Internet and the speed of new technological advances, the world of publishing is changing. Online newspapers and magazines, blogs, and even e-book readers are changing the way we get information. But will we ever stop picking up a good old-fashioned newspaper? E-publishing versus paper publishing – who will win?

B Work in teams. Team A prepares a list of the advantages of traditional publishing over e-publishing. Team B prepares a list of the advantages of e-publishing over traditional publishing. Use your dictionary, the Internet and your teacher to help you.

C Debate your ideas. Which team has the most convincing position?

An e-book, the electronic equivalent of a printed book

Unit 23 Web design

1 A typical home page

In pairs, discuss these 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 the home page to your partner.

The Yahoo! home page

2 Web page design

A Read the text on page 115 and find the following.

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 window
5 three common graphics formats used on websites
6 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** (**h**yper**t**ext **m**arkup **l**anguage), 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:

start with <HTML>

have heading text that begins with <HEAD>, which has a title enclosed between tags and ends with </HEAD>

have body text that starts with <BODY>, where you place the contents of the actual document (i.e. text, images, links, etc.) and ends with </BODY>

end with </HTML>

You can create links to other web pages by using the tag <A HREF="filename">active text</A>

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 **p**ortable **d**ocument **f**ormat 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 **.mpg** (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 beginnings (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 the modal verbs in the text on page 115 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.*

B Complete these sentences with suitable modal verbs from the HELP box. There may be 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 converts a visual layout into HTML code.
4 Once live, you _____ update your website regularly.
5 To view a PDF file, you _____ have Adobe Acrobat 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 this report.

C In pairs, discuss at least two 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.

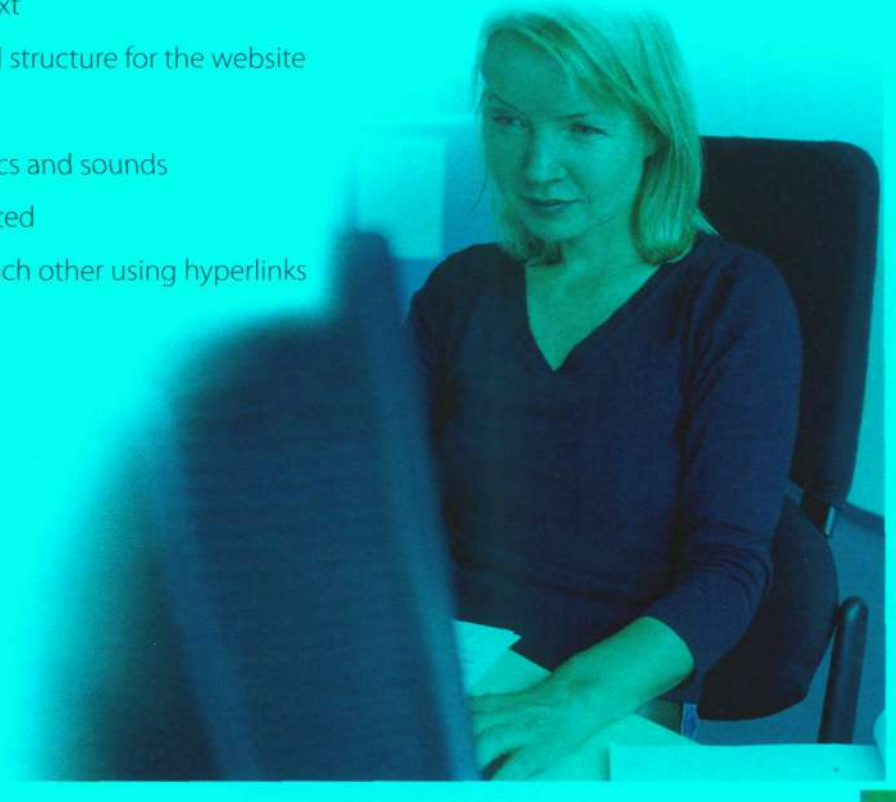
4 *Designing a website*

A In pairs, think about your favourite websites and discuss 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
☐ 1 Decide the content and structure for the website
☐ Publish the website
☐ Insert computer graphics and sounds
☐ Keep the website updated
☐ Link related pages to each other using hyperlinks



A web designer at work

C **Listen again and decide whether these design guidelines are right or wrong. Tick the correct box.**

		Right	Wrong
1	Plan your website carefully.	☑	☐
2	Use a web editor. It will make it easier to create your pages.	☐	☐
3	Insert photos or animations just to make the pages look attractive.	☐	☐
4	Place a large number of graphics on your pages.	☐	☐
5	Use very bright colours.	☐	☐
6	Put a lot of links on one page.	☐	☐
7	Check that all the links on your web pages are correct.	☐	☐
8	Once they are published, update your pages regularly.	☐	☐

D **In small groups, collect information about your college or company and design a home page for it. Follow the instructions from the interview with the web designer.**

5 *Blogs*

A **In pairs, discuss these questions.**

1 What is a blog?

2 Which blogs do you read regularly?

B **Look at the screenshot from tpsreport.co.uk, a popular gaming blog. Can you see any design differences between blogs and normal websites?**

A screenshot from www.tpsreport.co.uk

C **Imagine you wanted to start your own blog. In pairs, discuss these questions.**

1 Why would you start your own blog – to write a diary of your thoughts or to share your expertise on a particular topic?

2 What types of media would you include – text, photos, video, audio (including podcasts)?

3 Would you insert links to other blogs? Which ones?

4 Would you focus on a particular subject or have a mix of several topics?

5 Which site would you use to host your blog?

D **Write an entry for the blog you've described in C (80–100 words). Introduce the blog to the world and talk about why you've started it.**

Now visit www.cambridge.org/elt/ict for an online task.