

# UNIT 8

## MULTIMEDIA and the WEB

### A Discussion Starter

Can the modern society manage without multimedia?

In which spheres of the modern society do multimedia play the most essential role?

What are advantages and disadvantages of using multimedia on a Web site?

Have a look at some Web-based multimedia applications. Match each concept (1-5) with its image (A-E).

1. *Entertainment application*
2. *Information delivery*

3. *Social media*
4. *E-commerce*
5. *Virtual world*



**A**



**B**



**C**



**D**



**E**

Comment on the pictures given above and say what you know about multimedia elements.

## **B Before You Read**

What does the concept “web design” include?

What are the reasons for such uninterrupted and persistent development of web design?

## **C Read the Article**

### ***The Importance of Website Design for Your Business***



A website is the medium through which viewers can access information or purchase products over the internet. Having a website enables a business to reach a wider market, or prospective client base. It attracts potential customers and your target audience in a very short span of time.

In today’s world, a website is undeniably essential in order to succeed in most industries. The competition and nature of the corporate world makes it crucial for any business to enhance its presence on a global basis. In this regard, website design is one of the most important things that you need to consider if you want to develop a website.

Website design is a broad term that encompasses a wide variety of tasks, all involved in the formation of web pages. There are essentially two types of web designs you can decide on, which are dynamic and static design. Static web design is typically based on basic HTML code and Dynamic website design is built with superior and refined technologies according to the information available in the database.

The task of website design is performed by IT professionals who build the website using computer programming language that is understood by web browsers, normally HTML or JavaScript. Technically, the art of web design is very difficult since the website needs to be aesthetically attractive and have excellent usability, which means that your visitors must find the website user-friendly and eye-catching.

Web pages should also be efficient and versatile enough to be used with multiple browsers and platform configurations. Early steps in the design process include determining the primary objectives, intended audience, basic layout, and navigational structure for the site or applications. Tools, such as flowcharts, page layouts, and storyboards, can be used during the design process. Features that require a specific browser or infrequently used plug-ins should be avoided whenever possible; high-bandwidth items should be used only when needed and should be user-controlled, if possible.

The importance of web design and its impact on the web is a globally accepted fact these days. Presentation of a website is a fundamental factor that the developer or owner must dwell on. The content in your website should be accessible in an organized and professional looking manner. The site should also have good content full of relevant information and enough functionality to entice visitors.

There are a number of navigational tools, such as drop-down menus, site maps, search boxes, image maps, frames, and navigational bars that can be used when creating the navigational structure of the

site. In addition, you should consider breaking long Web pages into multiple pages and using a linked table of contents to enable the user to easily access any part of the document. Compatibility with various devices that might be used to access the site, as well as with assistive hardware, should be considered.

Your website will be developed in methods to sell your product more persuasively to your buyers. Various techniques and methods are employed to create and join words, colors, images, fonts, and graphics in order to express your message to relevant customers. Your website design must convince customers that you are legitimate, competent and also portray the solution that your product and service is intended to solve.

To achieve the above mentioned strategies, your web designing necessitates a professional touch from competent web designers who know how to put their best acquired skills and expertise to build a suitable gateway that can convert each visitor into a prospective buyer. When you hire the services of a highly qualified website designer or developer, you can rest assured that your online presence will successfully put your business message across and improve your conversions.

Additionally, hiring the services of website design experts is an investment rather than an expense, as it generates substantial profits for your business. After your website has been established, and the website design is complete, your website will be optimized to improve visibility on the search engines. There are a number of systems intended to provide SEO (Search Engine Optimization) content for your website, quality links and also utilize Meta tags effectively. Many web hosting firms will also enhance your website rankings enabling a chance to obtain a constant number of daily visits.

Evidently, website design is of paramount importance to any new or established business. It is the most lucrative way to bring a rapid ROI to your business. A small investment of today will certainly get you flawless results tomorrow.

(See more at: <https://webcompare.co.za/importance-of-website-design-for-your-business>, <https://codeburst.io/the-importance-of-website-design-and-how-it-helps-in-making-business-profitable-11bf5ee1817e>, <http://w3ondemand.com/importance-website-design-web-development-services-company/>)

## **D Comprehension Check**

Answer the following questions.

1. Why is website design so crucial for your company?
2. Is website design an art or a science?
3. How can your website design become an asset to your business?
4. What attributes does a good web designer possess?
5. What is the difference between Web design and Web development?

**Look at the given key points in designing a Web site, explain them and add others:**

- *navigation;*
- *content and visual elements;*
- *brand uniformity;*
- *engagement;*
- *organization and Search Engine Optimization (SEO).*

## E Use of Language Practice

i *Form as many derivatives as you can from the words in the table below.*

*Make up your own sentences with them.*

Verbs	Nouns	Adjectives	Adverbs
			undeniably
		essential	
		refined	
	usability		
require			
entice			
		navigational	
			infrequently
	compatibility		
necessitate			

ii *Provide the opposites to the following words:*

Crucial, to enhance, to encompass, attractive, to avoid, globally, to entice, relevant, assured, paramount, lucrative.

iii *Fill in the gaps with the words which best fit each space:*

The design (0) OF a website has a huge impact (1) ... the User Experience (UX) for your visitors. (2) ... making the navigation simple and easy to use, to ensure the speed of your site is (3) ... fast ... possible. Site speed is now considered to be a ranking factor due to its implications (4) ... UX. If your website design incorporates large images and other elements which slow your load time, you will be negatively impacting the UX (5) ... your website.

There are many ways (6) ... increasing this load time such as compressing files and carrying (7) ... a full audit. It is important to remember that the key goal of your website is to satisfy your users.

Your visual elements can also influence your design. Provoking the right emotion (8) ... your user can dramatically increase the UX of your website.

Finally, tying this (9) ... with the point about site speed, it is quite common (10) ... websites to be designed in flash, or with high levels of interactivity (11) ... the hope to increase the UX of their website. This can, in fact, have the opposing effect as it will slow the load speed and can make for a confusing experience (12) ... done wrong.

iv For questions 1–13, read the text below and decide which lines of the text contain UNNECESSARY words. Indicate the correct lines with a tick (✓).

There is an example at the beginning (0).

0	✓
00	ARE

### Web Development

0 Web development comes in two flavors: Front-end development and  
 00 back-end development. Some of the skills are in these two flavor overlap,  
 1 but they do have very different purposes needed in the web design profession.  
 2 A front-end developer takes the visual design of a website (whether they were created  
 3 that design or it was handed to them by a visual designer) and builds it in code.  
 4 A front-end developer will use HTML for the structure of the site, then CSS to dictate  
 5 the visual styles, layout, and perhaps even some Javascript. For some small  
 6 sites, front-end development may be the only kind of development that is very needed  
 7 for that project. For more complex projects, "back-end" development will come into play.  
 8 Back-end development deals with the more much advanced programming and  
 9 interactions on web pages. A back-end web developer focuses on how a site  
 10 works and how the customers get things done on it is using certain  
 11 functionality. This could include working with code that it interfaces with  
 12 a database or being creating features like E-commerce shopping carts  
 13 that connect to online payment processors and more on.

### F Web Research Activity

Surfing the net, compare different websites and make up a table of the latest website design and development requirements:

Requirements to	
Website design	Website development
1.	1.
2.	2.
and more	and more

## **G Speaking Test**

- Prove that multimedia is a good opportunity to boost the Ukrainian economy.
- Substantiate that Web design is one of the most creative professions in IT.
- Agree or disagree with the fact that multimedia designers will be in demand in Ukraine in the foreseeable future.
- Which mistakes should you avoid while designing and developing website?
- List three types of software programs that might be used when creating a multimedia Web site. Explain what each program would be used for and list one example (program name and publisher) of each. Name one situation in which a hyperlink would not be identified as a broken link by a Web site authoring program testing feature but would still be wrong and could only be detected by a human tester.

## **H Home Writing Assignment**

Research the theme “*The possible Use of Web-Based Multimedia in the Future*”.

Prepare an essay or make a presentation in class revealing the main issues of the topic with a couple of specific examples.