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2.5 Some useful adjectives

A. Choose the best words.

1. Software which is easy to use is...
a. user-easy b. user-friendly c. usable
2. Software which is obvious to use is...
a. intuitive b. guessable c. comprehensible
3. Software which is not obvious to use is...
a. counter-intuitive b. unintuitive c. non-intuitive
4. Software for use by children and schools is...
a. learning b. teaching c. educational
5. Software for use by businesses is...
a. commercial b. businesslike c. busy
6. Software made specially for one company is...
a. one-off b. unique c. tailor-made
7. Software for use at home is...
a. for home use b. for house use... c. for household use
8. Software which has been illegally copied is...
a. unreal b. pirated c. fake
9. Software which has been bought from the company that produced it is...
a. real b. justified c. licensed

Types of software

B. Match the type of software with the definition.

- | | |
|-------------------------|--|
| 1. trial version | a. A simplified version which is cheaper to buy. |
| 2. shareware | b. Software which is in the public domain . Anybody can use it without paying. |
| 3. freeware | c. The full version with all the features. |
| 4. home-use version | d. You can try it for a while for free. Then if you want to keep using it, you are expected to pay a small fee to the writer. |
| 5. professional version | e. You can use it for free for a while (often a month). When the trial period finishes, you have to pay, or the program will de-activate . |

2.10 Graphic design

Choose the best words from each pair in **bold**.

1. It's usually possible to ¹ **import** / **introduce** Adobe PageMaker files into Adobe InDesign. The majority of graphic design applications can ² **export** / **send off** documents as PDF files, or as HTML web pages.



2. This box has a black ³ **frame** / **outside**, also known as a "stroke". Inside the frame, the fill is a ⁴ **fade** / **gradient** from dark grey to light grey.

The difference between the two versions of "wave", is that ⁵ **curling** / **Kerning** has been applied to the top version.

3. A frame, graphic or block of text is known as ⁶ **an object** / **a thing**. These are arranged in ⁷ **levels** / **layers** – the top layer ⁸ **overlaps** / **overruns** the layer below.

4. This image is ⁹ **blurred** / **soft** at the edges (see unit 1.6 for the original). This ¹⁰ **result** / **effect** is also known as ¹¹ **feathering** / **birding**.



5. ¹² **Full bleed** / **total bleed** means that the page is printed right up to the edges – there are no white margins. The ¹³ **snail** / **slug** area is the area outside the area to be printed where instructions for the printer are written.

6. This image has been ¹⁴ **pulled** / **stretched** (see unit 2.8 for the original).



7. Before a document goes ¹⁵ **to press** / **for printing**, it's essential to check the ¹⁶ **examples** / **proofs** for errors.

8. Like desktop printers, most colour printing ¹⁷ **machines** / **presses** print in four colours: cyan (light blue), magenta (dark pink), yellow and black. Before printing, a document must be divided into the four colours. this process is called colour ¹⁸ **separation** / **division**. These separations are then turned into ¹⁹ **plates** / **stamps** – one for each of the inks that will be used.

9. Prior to colour separation, coloured images, graphics and text have to be ²⁰ **transformed** / **converted** from RGB (Red Green Blue), the colour format of computer displays, to CMYK (Cyan Magenta Yellow Black) the colour format of printing presses.

10. The process of preparing documents from a graphic designer for the printing press is called ²¹ **reprographics** / **reproduction**.