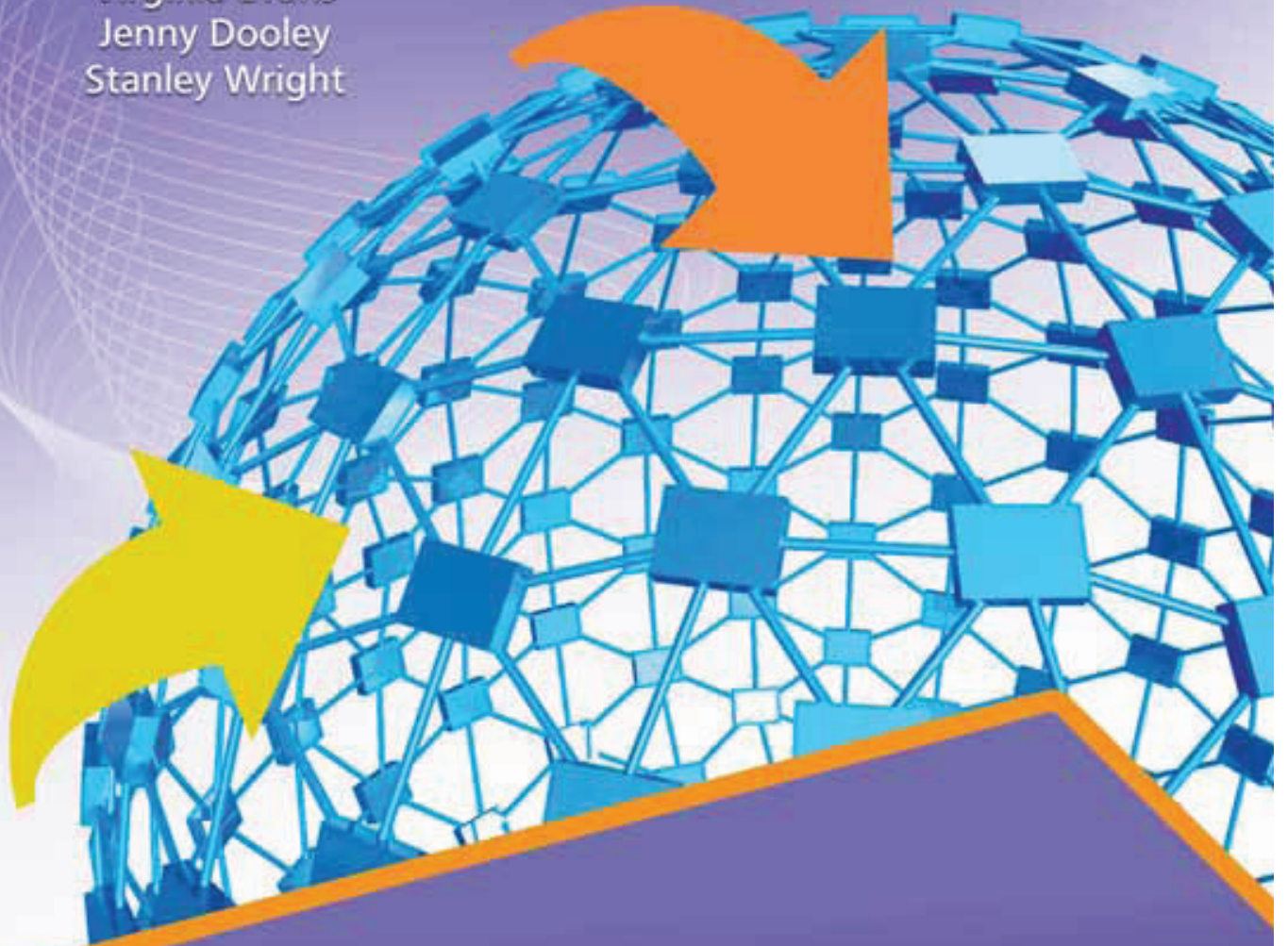


**CAREER  
PATHS**

# Information Technology

Virginia Evans  
Jenny Dooley  
Stanley Wright



Express Publishing

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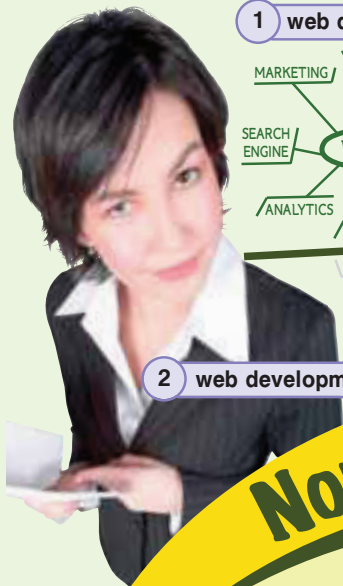
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# 12 Web design vs. web development



**3 navigation**

**2 web development**

## Now Offering! Spring Professional Development Courses



### Website Review SOLUTIONS

Website Review Solutions now offers two spring classes. These classes focus on creating websites.

**Web Development:** Learn how to make a simple website. Create **coding** to build sites. Explore ways to expand **functionality**. Discuss improving **navigation** and **usability**. Learn ways to increase a website's **visibility**.

**Web Design:** Learn how to change a website's **appearance**. Use **CSS** to change a website's style. Compare the effect of different fonts and colors. Create attractive **content** to catch a user's attention.

E-mail Mary Shelton at [mshelton@wrsolutions.com](mailto:mshelton@wrsolutions.com) to register for classes.

**4 CSS**

**6 coding**

**5 visibility**

## Get ready!

**1** Before you read the passage, talk about these questions.

- 1 What makes a good business website?
- 2 What kind of websites do you like to use?

## Reading

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

- 1 What does the Web Development class NOT teach?
  - A making a website easy to use
  - B improving a website's visibility
  - C using code to program a website
  - D how to market a new website
- 2 What can you infer about the Web Design class?
  - A Attending the class is mandatory.
  - B The first class addresses functionality.
  - C It focuses on improving a site's visual element.
  - D Its registration fee is less than the Web Development class.
- 3 What is the function of CSS?
  - A It helps improve navigation.
  - B It decreases a website's visibility.
  - C It changes the style of a web page.
  - D It expands the functionality of a website.

## Vocabulary

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

- |                  |                  |
|------------------|------------------|
| 1 ___ web design | 4 ___ visibility |
| 2 ___ coding     | 5 ___ usability  |
| 3 ___ navigation | 6 ___ content    |

- A choosing a website's visuals
- B how easily you can find a website on a search engine
- C a website's programming
- D how easily a user can use a website
- E moving around a website
- F everything contained in a website

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

**word** BANK

CSS    web development  
appearance    functionality

- The website doesn't work well. I want to improve its \_\_\_\_\_.
- My website looks boring. I'll give it a more interesting \_\_\_\_\_.
- If you are interested in making a website, take a \_\_\_\_\_ class.
- I'm learning \_\_\_\_\_ so that I can change my website.

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

## Listening

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

- What do the speakers mostly talk about?
  - A how to change content
  - B why sheets are separate
  - C choosing the correct CSS style sheet
  - D the difference between content and style
- What happens when the style sheet and the content are separated?
  - A It alters the content.
  - B The content does not change.
  - C Content needs creating.
  - D The words are changed in the content.

- 7 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 \_\_\_\_\_.

**Instructor:** Oh, the 2 \_\_\_\_\_. What do you want to know?

**Employee:** Why do we separate the style sheet and the 3 \_\_\_\_\_?

**Instructor:** It makes changing the 4 \_\_\_\_\_ easier. The 5 \_\_\_\_\_ 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 \_\_\_\_\_.

**Employee:** Okay. I understand now. The words stay the same, but their appearance changes.

## Speaking

- 8 With a partner, act out the roles below based on Task 7. Then, switch roles.

**USE LANGUAGE SUCH AS:**

*I have a question about CSS.  
Why do we separate the style sheet and the content?  
What happens to the content?*

**Student A:** You are in a web design class. Ask Student B questions to find out about:

- style sheet and content
- changing the style sheet
- effects on content

**Student B:** You are the instructor of a web design class. Answer Student A's questions about web design.

## Writing

- 9 Use the conversation from Task 8 to answer the sample test questions on web design.

**EXAMPLE TEST QUESTIONS ON WEB DESIGN - Spring Professional Development Courses:**

- What do the letters CSS stand for?  
\_\_\_\_\_
- What is the importance of separating the style sheets and the content?  
\_\_\_\_\_
- If the style sheet is changed, what happens to the content?  
\_\_\_\_\_