

10 Images and graphic design

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PAGE

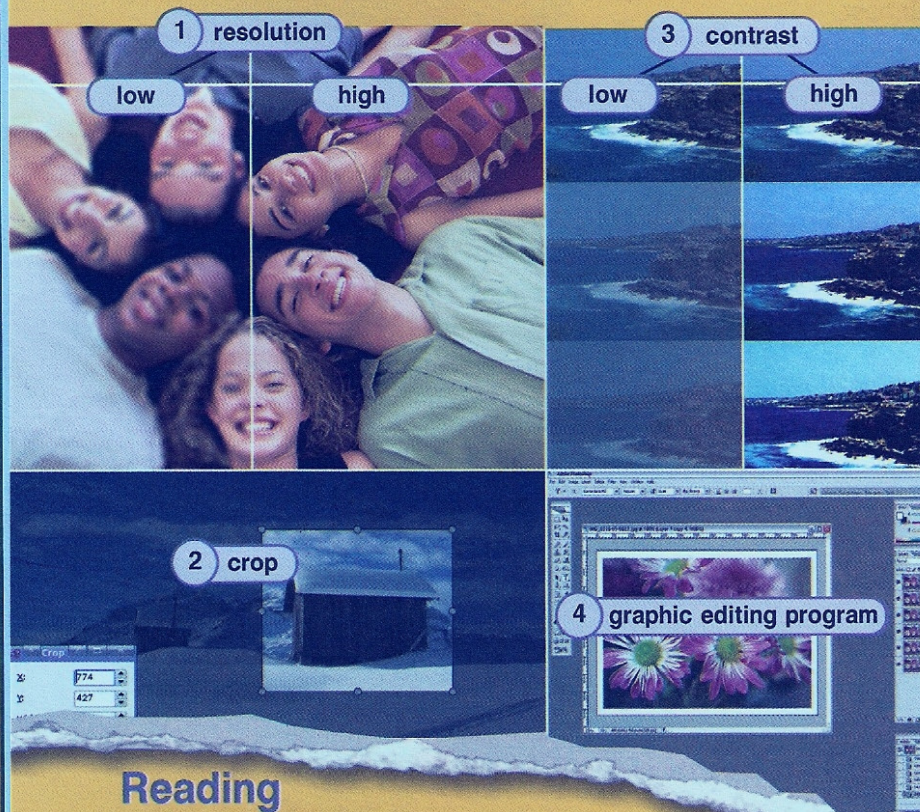
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NOVEMBER
ISSUE

Get ready!

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

- 1 What are some reasons people edit images?
- 2 How do people edit their pictures?



Nowadays, anyone can edit **graphics**. But new users encounter many difficulties. Here are some common problems and solutions:

Problem: The image is dark or has a strange **tint**.

Cause: Poor **exposure** or bad lighting.

Solution: Adjust the **contrast** using a graphic editing program.

Problem: There is white space around the image.

Solution: **Crop** the picture. This removes unnecessary parts.

Problem: The photograph is blurry.

Cause: Low **resolution**.

Solution: Increase the number of **pixels** in the image. This makes it sharper. Or **resize** the picture and make it smaller. Also, save the photo as a **JPEG** file. This format creates high quality photographs.

Reading

2 Read the article from Graphic Arts Magazine. Then choose the correct answers.

- 1 What is the article mostly about?
 - A why people edit graphics
 - B how to edit graphics
 - C the causes of poor exposure
 - D how to crop a picture
- 2 According to the article, how can you remove unwanted parts of images?
 - A crop the picture
 - B resize the image
 - C save the picture as a JPEG
 - D increase the number of pixels
- 3 According to the article, what is NOT a way to fix a blurry photo?
 - A resize the photo
 - B increase the lighting
 - C save in JPEG format
 - D increase the amount of pixels

Vocabulary

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

- | | |
|----------------|------------------|
| 1 ___ pixel | 4 ___ graphics |
| 2 ___ exposure | 5 ___ resolution |
| 3 ___ JPEG | 6 ___ tint |

- A images on a computer, in a book or magazine, etc.
- B a small dot that makes up part of an image on a computer screen
- C a file used to store pictures on a computer
- D the length of time film is open to light when taking a picture
- E a small amount of a color in something
- F a computer or camera's ability to produce a clear picture



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

Word BANK

graphic editing program
contrast **resize** crop

- 1 It's hard to see the details of this picture. Please _____ it so that it is bigger.
 - 2 I want to edit my pictures. I need a _____.
 - 3 I don't like the background of this picture. Let's _____ it out.
 - 4 This picture is too dark. Make the _____ a little lighter.
- 5 Listen and read the article from Graphic Arts Magazine again. What might be the reason for a blurry photograph?

Listening

- 6 Listen to a telephone conversation between a customer and an IT worker. Mark the following statements as true (T) or false (F).

- 1 ___ Cropping a picture fixes poor exposure.
- 2 ___ An editing program lets you change aspects of a picture.
- 3 ___ Saving photos as JPEGs will keep them from being too blurry.

- 7 Listen again and complete the conversation.

IT Worker: Thanks for calling Picture Perfect's support center. How can I help you?

Customer: I want to put a picture on my website, but it's too dark. Is there a way to fix 1 _____?

IT Worker: Do you have a 2 _____ program?

Customer: Yes, but I never use it. I just don't know how.

IT Worker: No problem. 3 _____ the file with the program and find the contrast controls.

Customer: Is that in the 4 _____?

IT Worker: It is. Increase the 5 _____ to lighten the picture.

Customer: Great! Thanks.

Speaking

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

USE LANGUAGE SUCH AS:

Is there a way to fix poor exposure?

Do you have a graphic editing program?

Increase the contrast to lighten the picture.

Student A: You are a support center worker. Student B needs help editing a photograph. Talk about:

- what the editing software is
- what the problem is
- how to fix the problem

Student B: You are a customer calling Picture Perfect's support center. Answer Student A's questions.

Writing

- 9 Use the conversation from Task 8 to complete the note.



Support Center

Customer Issue: Picture too _____.

Does customer have a _____ to edit pictures? Y/N

Advice given: _____
_____. This fixes the poor _____.

T.B. BROWN Inc.

INFORMATION TECHNOLOGY DEPARTMENT

From: IT Department

To: All Users

Re: Spreadsheets vs Database

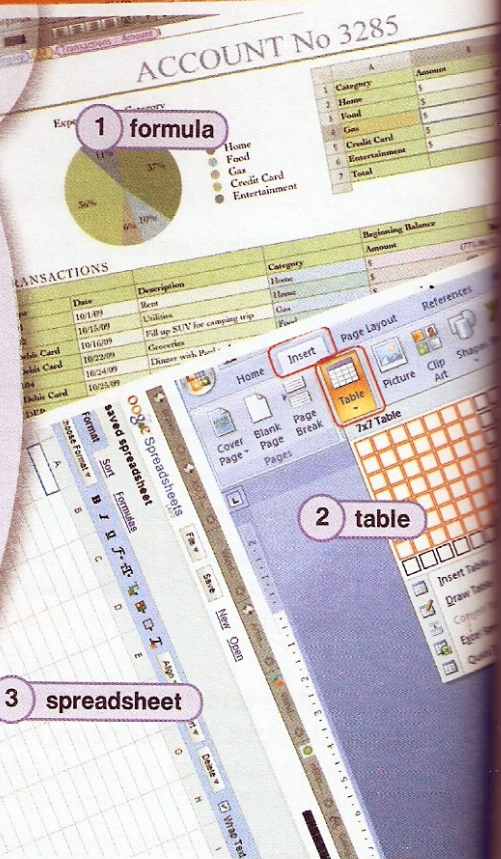
Currently, many employees use **spreadsheets** incorrectly. They are not for data storage. Please review the following guidelines.

Use our **database** program to:

Organize and **sort** large amounts of data regarding clients. Enter the client names and addresses into the **database fields**. Perform complex **queries**. Search multiple **tables** for client information.

Use our **spreadsheet** program to:

Perform calculations about cost and revenue. Create **formulas** using different **functions** and **operators**. Use this to analyze sales data. Create graphs and charts that show profits. Use the data in the **cells** of a **worksheet** to create these charts.



Get ready!

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

- 1 What kind of information do you find in databases?
- 2 What do you use spreadsheets for?

Reading

2 Read the email from the IT department of T.B. Brown Inc. Then, read the paraphrase of the email. Fill in the blanks with the correct words from the word bank.

Word BANK

tables profits database
calculations clients

Employees often use databases and spreadsheets incorrectly. Use a 1 _____ to organize large amounts of information about 2 _____. A database makes it easy to search multiple 3 _____ for client information. Use a spreadsheet to perform 4 _____ about sales data. Spreadsheets are also able to create graphs and charts showing 5 _____.

Vocabulary

3 Match the words (1-5) with the definitions (A-E).

- 1 _____ worksheet
- 2 _____ database
- 3 _____ sort
- 4 _____ field
- 5 _____ formula

- A to arrange the information in a database
- B a large group of data organized in a computer
- C a mathematical instruction that performs spreadsheet calculations
- D a single page of a spreadsheet
- E a database category that holds a type of information

4 Choose the word that is closest in meaning to the underlined part.

- 1 Sue types in a(n) symbol that performs a specific calculation on the line.
A cell B operator C worksheet
- 2 Please arrange the client addresses in a single collection of information in a database.
A table B field C query
- 3 Dave adds up the values with a mathematical spreadsheet calculation.
A worksheet B formula C database
- 4 Jim organizes records in a computer program that organizes information and performs calculations.
A function B query C spreadsheet
- 5 Martha finds clients who live nearby with a search that locates all information of a specific type.
A query B field C operator
- 6 Some information in one unit of a spreadsheet that holds a piece of information is incorrect.
A table B function C cell

5 Listen and read the email from the IT Department of T.B. Brown Inc. again. What exactly is a spreadsheet?

Listening

6 Listen to a conversation between two co-workers at T.B. Brown Inc. Mark the following statements as true (T) or false (F).

- 1 ☐ Sam is using a database program.
- 2 ☐ Rachel tells Sam to perform a query.
- 3 ☐ Sam enters a formula that calculates profits.

7 Listen again and complete the conversation.

- Employee 1: Rachel, I need help. I don't understand this 1 _____ program.
- Employee 2: Sure. What are you trying to do?
- Employee 1: I need to 2 _____ our estimated profits for next month. But I don't know how to do that.
- Employee 2: Well, is all the 3 _____ in the 4 _____ correct?
- Employee 1: Yes, I'm sure it is.
- Employee 2: Okay. Then just type this 5 _____ into the top cell.
- Employee 1: Really? That's all?
- Employee 2: Yes. The formula calculates the estimated 6 _____ and shows them at the bottom of the spreadsheet.

Speaking

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

USE LANGUAGE SUCH AS:

I don't understand this spreadsheet program.
Is the data in the cells correct?
Type this formula into the top cell.

Student A: You are a worker at T.B. Brown Inc. Student B needs help using a spreadsheet. Talk about:

- what the problem is
- possible mistakes
- solutions

Student B: You are Student A's co-worker. You need help using a spreadsheet. Answer Student A's questions.
Make up a name for your co-worker.

Writing

9 Use the conversation from Task 8 to complete the page.

**T.B. BROWN Inc.
Spreadsheet
Help Guide**

Question: How do I _____?

- 1 Make sure _____.
- 2 Enter _____.
- 3 The formula calculates the customer orders and _____.



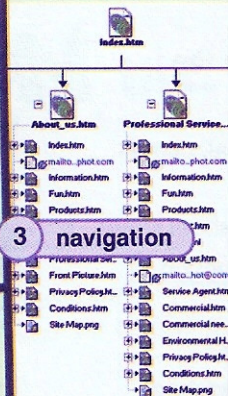
1 web design



2 web development

USABILITY

3 navigation



Now Offering! Spring Professional Development Courses


**Website Review
SOLUTIONS**

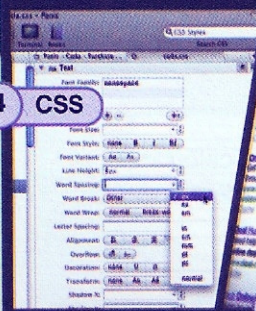
Website Review Solutions now offers two spring classes. These classes focus on creating websites.

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**.

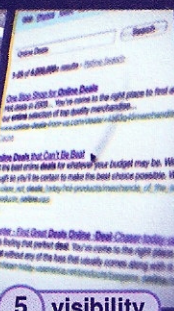
Web Design: Learn how to change a website's **appearance**. Use **CSS** to change a website's style. Compare the effect of different fonts and colors. Create attractive **content** to catch a user's attention.

E-mail Mary Shelton at mshelton@wrsolutions.com 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

- 1 The website doesn't work well. I want to improve its _____.
- 2 My website looks boring. I'll give it a more interesting _____.
- 3 If you are interested in making a website, take a _____ class.
- 4 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.

- 1 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
- 2 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:

- 1 What do the letters CSS stand for?

- 2 What is the importance of separating the style sheets and the content?

- 3 If the style sheet is changed, what happens to the content?
