Web, Graphic and Animation Concepts

In this unit you are going to learn about

• terms related to web design/sites/pages   • graphics and animation   • 'color' language

Lesson 1
Warm-up

Activity 1:

Look at the questions below about graphics, design, multimedia and web design.
Work with your partner to find out the answers.
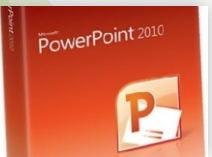
1) Which one is the zoom tool from Photoshop toolbar?
   a)   b)   c)   d)

2) What do we use a 'presentation software' such as Power Point?
   a) to edit photos   b) to create illustrations   c) to prepare slide shows
   f) to analyze graphic data

3) Which one is NOT related to multimedia?
   a) graphics   b) text   c) audio   d) LAN
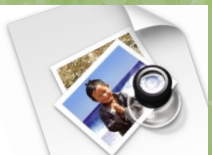
4) Which one is NOT among the applications of multimedia?
   a) distance learning   b) a touch screen information kiosk
   c) a business presentation   d) a digital camera

5) Which one is a ".jpg" format?
   a) background templates   b) documents
   c) audio files   d) interactive animations

6) What does PDF stand for?
   a) port document formula   b) portable document format
   c) picture dorm format   d) photo disc formula

7) A computer animation software, for example 3-D Studio Max allows you;
   a) to analyze geographic data   b) to create simulations and special effectsfor films
   c) to prepare slide shows   d) to create web pages

One of you be Zachary; the other, Jack. Read the following dialogue.

One of my friends who is a student at high school met me yesterday because he wants to learn how to create a web-site.

Hi Zachary! How are you today?

Hi Jack! I'm fine, thanks. And you?

I'm fine, too. I've got some questions for you.

Hmm. That's very nice.I hope Ican help you.

I hope so, too! Zachary, Iwant to create a web-page but I don't know what some of the terms mean. Can you help me?

Of course! What terms do you want to know?

Firstly, what's HTML?

Ah, HTML! It means Hypertext Mark-up Language.Very important! It's a programming language we use to create a web page.

OK. And what exactly do browsers do?

Browser? Well, they translate these HTML pages for us.

OK.And why do we use programs like Photoshop, Flash, Javascript and DHTML?

Why? Well, we need a picture editor to construct and edit pictures. So we can use programs like Photoshop to do this. For flash and animation pages we use Flash programmes. If we want to use clock and date one of your pages, we use Javascript and DHTML.

And what about terms such as hosting, domain name, FTP and server?

We create a web-site by joining HTML pages together. We upload all the pages and objects on it by FTP to the computer.

What does FTP stand for?

It means File Transfer Protocol.

I see.

A server is the big computer that links all the other computers together in a network. After we've finished the preparation and design of our page, we buy a server service from a hosting firm (that's the owner of the server) and a domain name. A domain name is taken for each web-site.

OK! Zachary, thank you very much. That's much clearer now!

You're welcome, my friend! I'm always here to help you! See you.

Activity 3:

Match the abbreviations on the right with their full forms.

File Transfer Protocol

Dynamics Hypertext Markup Language

Hypertext Markup Language
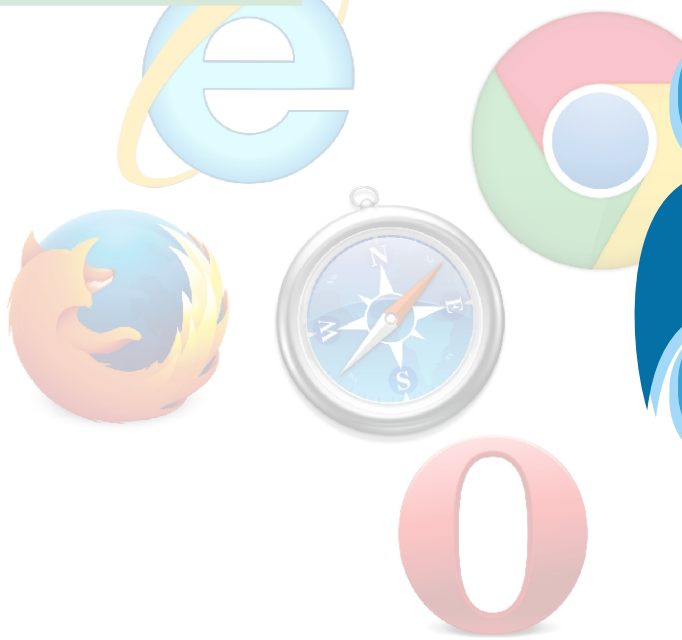
HTML

FTP

DHTML

Activity 4.a

Write the names of the browsers in the blanks below.

Activity 4b:

Now, circle the browser(s) that you use.

Activity 5

Match the web-sites below with the domain names and their meanings.

METU	com	Eğitim kurumları (üniversite)
meb	net	Ticari kurumlar
wikipedia	gov	Servis sunucuları
akricmeslis	org	Ticari olmayan kuruluşlar
kariyer	k12	İlk ve ortaöğretim kurumları
sahibinden	edu	Devlet kurumları

Activity 6:

Look at the different items in the bubbles below. Then fill in the gaps by choosing the most suitable places for them to be found.

search engine site

social networking site

blog site

game site

news site

e-trade site

forum site

information site

government site

file-sharing Site

1. RapidShare _____
2. Twitter _____
3. Ogame _____
4. Google _____
5. Markafoni _____

6. E-Okul _____
7. ELT Forum _____
8. Wikipedia _____
9. Blogger _____
10. TRTHaber _____

LESSON 2

Activity 1:

Look at the 9 items below. Then, put a tick next to the items you will find on a web-site.

graphics	animation	music
films	links	advertisements
photos	forms	text

Activity 2:

Read the sentences about good web-page design below. Then decide if they are True (T) or False (F).

1. Graphics do not need to be related to the context /içerik/. ☐

2. Web-sites need to have a good navigation system for the sub-pages. ☐

3. The content should be very complicated. ☐

4. Site visitors should reach the sub-pages quickly. ☐

Activity 3:

Look at the web-pages below. Compare them using the 3 criteria.

★ Accesbility /erişilebilirlik/
★ Context and graphic relations
★ Page-loading speed

Activity 4:

Look at the sentences in the text below. Complete the chart according to the benefits / harm of playing computer games for long periods by filling in the chart.

★ makes people become unsocial.
★ increases curiosity /merak/ of English learning.
★ increases posture /duruş/ problems.
★ develops analytical thinking. /analitik düşünce/
★ develops the ability of symbolic coding. /sembolik kodlama/

★ develops problem solving ability.
★ causes eye, back, and neck problems.
★ makes people see violence as a normal part of human life.
★ develops logical thinking.
★ increases cancer rate because of radiation exposure. /maruz kalmak/

★Benefits of playing computer games for long hours	★Harm caused by playing computer games for long hours

Look at the sentence below. Which of them did you understand? Why? Discuss these questions with your partner.

孩子们玩

Even if we don't understand the languages we can easily understand pictures. As you can see in the example above, we couldn't understand the sentence because it was in Chinese! But all of you got the main idea from the picture. They both mean: 'We're going to school.

Since ancient times both pictures and graphics have been used for communication.

Activity 1a:

Look at the signs below and write their meaning in the blanks.

Activity 1b:

Now think about where else we can see graphics in our daily lives. Write your answers in the box below. Two examples have been given for you.

traffic signs		
packaging		

Activity 2:

Read the following text. Then fill in the blanks by using one of the signs in Activity 1a.
Write only the number of the sign (1-5).

While I was going home from my office the policeman _____ me beacuse I turned without noticing the _____ sign and he fined me. In order not to make the same mistake again, I decided to try another road home, but unfortunately there were some _____. It took thirty minutes more than usual to get home. I drove to my home _____ area. Then I went into the apartment. Even though the _____ sign is on the wall, the hall smelt badly and my neighbour was smoking. I told him off and opened my door. Home sweet home!

> We can easily run across /rastlamak/ computer animations in our daily life. These are the areas that animation is commonly used for: science, entertainment, education, architecture, multi-media, advertising, cinema and TV technology.

Activity 3:

Look at the chart below. Then analyze it. Choose the most suitable item for each sector and write it in the appropriate bubble. One is done for you.

Cinema

Science
space

inside decoration

space

Education

avatar

generic

Architecture

CAD

dancing machine

maths

game

Entertainment

Why?

Taxis are often yellow.

TV

Fast food cafes are often red.

All the nobles in the past wore purple.

Bridal dresess are white

People usually wear black at funerals

Advertising

Technology

because:

colours have a language, and here it is:

white: *purity, honesty*
black: *strength, lament, passion (tutku)*
blue: *freedom, eternity (sonsuzluk)*
green: *nature, peace*
yellow: *attractiveness, brilliance, fun*
red: *dynamism, vitality (canlılık) determination*

orange: *self- esteem, sociability*
dark blue: *authority, efficiency*
brown: *nature, power*
grey: *balance, modesty (alçak gönüllülük)*
purple: *Nobleness, luxury*

Activity 4:

Imagine that you are in a new country. It is forbidden to use spoken and written language. You can only use colours and signs. In the following situations, create your own graphics in order to communicate with other people.

1. You are lost in the city and you want to know how to get to a hotel.

2. You have a job interview tomorrow and you have to prepare a CV.

3. You are a father/mother and you've lost your daugher in the shopping centre.

Assigment

Choose an electronic item.

1. First design a logo to adversite it.

2. Then prepare a sample web-site for it in the form of cartoons. Finally, present it to the class.

3. Present it to the class.

### A   Self-Assigment

In this unit:

I liked _____

I did not like _____

I learnt how to: _____

I learnt the following new words/phrases

_____   _____

_____   _____

B   Complete the sentences below using words or phrases that you know or have learnet.

1. A good web-site should be _____ .

2. A good web-site shouldn't be _____ .

3. In the past people used _____ to communicate.

4. On a web-page you can see graphics, pictures and

_____ .

5. _____ are a dynamic version of graphics.
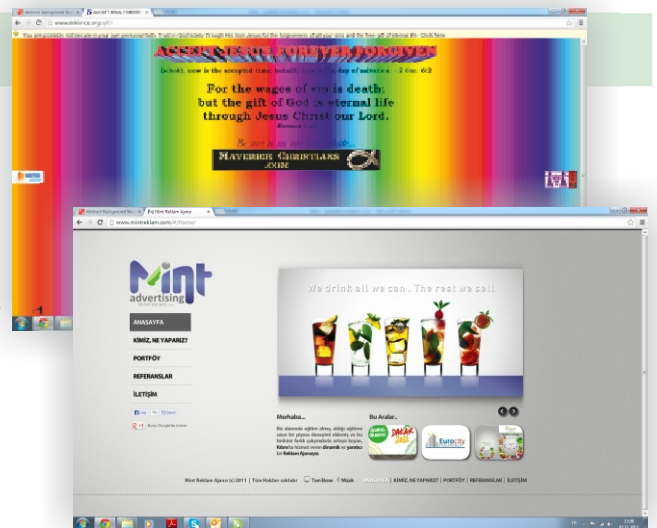
C Answer the questions below. Then fill in the puzzle.

1) From which kind of firm do we buy server services?

2) We have to buy a _____ name to have our own web-site.

3) What do we call moving pictures or images?

4) _____ animation is used in the cartoon movie sector.

5) The Tango is the dance of _____.

6) ∞ is the sign of _____.

7) What programming language is used to create a web page?

8) What is 'matem' in English?

9) E_____ to radiation is very dangerous.

10) The short form of government is _____