

UNIT 43

CREATIVE DESIGN

Objectives: at the end of the lesson, students will be able to:

1. learn and use words related to the topic;
2. read short texts about creative design and summarize key points;
3. give a presentation about their logos on the website.

Lead-in: Robust Vocabulary

Ask students to write as many vocabularies as they remember within 3 minutes. Let them count their words to find out a winner.

Vocabulary Building

Key Terms

PCI compliance – (Payment Card Industry) is upholding certain security standards for accepting credit and other payment cards

Web portal – a webpage that displays information gathered from several different places

Root directory – the main directory of a file system and is where all other branches of the system come from

Egress filter – prevents harmful software from leaving a network

Ingress filter – prevents harmful software from entering a network

Trust logo – a seal that appears on a web page and means that the security of information on that page is assured by an accredited company

Animated GIF – the combination of multiple GIF files in one advertisement to create animation

Redesign – to change, add, or delete certain elements, but keep others

Natural language – the use of phrases from normal speech in search engines

Activity: Fill in the gaps with the correct words.

redesign ingress filter egress filter keyword trust logo mask
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1. A(n) _____ prevents people from sending malicious software to you.

2. A(n) _____ shows that information is safe on a page.
3. _____ the website so that it's more interesting.
4. Our site shows up when people search the _____
“hardware”.
5. A(n) _____ prevents malicious software from leaving a network.
6. This program will _____ people's personal information.

Reading

Creative Design

Creative design involves the process of generating innovative ideas and turning them into visual or functional products. When working on digital designs, it's crucial to consider various elements that ensure security and efficiency. For instance, egress filters control the flow of information leaving a system, while ingress filters monitor incoming data to prevent unauthorized access. Designers often use keywords to optimize content for search engines and make their work more discoverable.

In some cases, a mask might be used in design to hide or reveal parts of an image, providing flexibility and creativity in the final product. Understanding natural language processing can also be helpful, especially when creating user interfaces that need to interpret and respond to human speech. Moreover, designers working with payment systems must adhere to PCI (Payment Card Industry) standards to ensure the security of financial transactions

Activity: Read the text and answer the questions.

1. What does an egress filter do in a digital design context?
2. Why are keywords important in creative design?
3. What is the purpose of a mask in design?
4. How is natural language processing used in creative design?
5. What does PCI stand for, and why is it important in design?

Speaking

Group Work Activity: Creation of Logo for Website and Presentation

In a small group, ask students to create a logo by using the site [www. logo.com](http://www.logo.com). Then, let them present their logos by explaining their

choices and a little bit about their websites by answering these questions:

- What you can do to increase security on their website
- What you can do to make their website appear more interesting
- What you can do to make it easier for clients to login/ search their website

They need to follow these steps:

Free Logo Maker + Unlimited Free Downloads

Download your logo 100% free. Unlimited designs, powered by AI. Make the perfect logo in minutes!

Make a Logo

Your slogan (optional)

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Enter a slogan, tagline, or other text if you like







Bloom where you plant

Next

Tell us about yourself

[Skip](#)

We'll use this information to customize your experience and suggest solutions you may find helpful.

 Business Owner	 Student	 Non-profit
 Employee	 Teacher	 Other

Your industry

[Skip](#)

Pick from our list of industries.

Enter Your Industry

Business Coach



Next

Then, download a logo.



Home assignment

Students write suggestions to clients about improving their websites (120-150 words).

Include:

- What you can do to increase security on their website
- What you can do to make their website appear more interesting
- What you can do to make it easier for clients to login/ search their website