

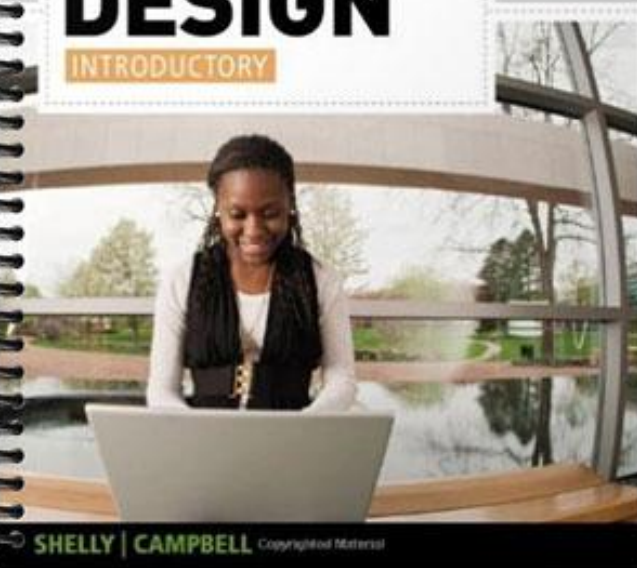
SOLUTIONS MANUAL

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WEB DESIGN

Fourth Edition

INTRODUCTORY



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Web Design, Third Edition

End of Chapter Solutions

CHAPTER TWO

WEB PUBLISHING FUNDAMENTALS

Matching Terms

1. e
2. g
3. i
4. f
5. b
6. c
7. a
8. h
9. l
10. j
11. d
12. k

Short Answer

Instructions: Write a brief answer to each of the following questions.

1. **Explain the Web publishing advantages that print publishing cannot match.**
 - a. **Currency advantage** — the ability to quickly and inexpensively update Web pages.
 - b. **Interactivity advantage** — the ability to promote two-way communication between the site publisher and site visitor.
 - c. **Connectivity advantage** — the ability to instantaneously distribute and share content, and the ability to condense written text by providing links to additional content.
 - d. **Cost advantage** — the ability to access free or modestly priced content and the advantage of Internet and Web technologies that foster inexpensive online publishing.
 - e. **Delivery advantage** — the ability to deliver information quickly and inexpensively over the Internet and with linked Web pages.
2. **Identify the basic design principles that help Web pages deliver a powerful message and leave a distinct impression.**
 - a. **Balance** — the harmonious arrangement of elements. A **symmetric** arrangement of Web elements is centered and suggests a conservative, safe, and peaceful

atmosphere. An **asymmetric** arrangement of Web page elements adds energy and fun.

- b. **Proximity** — the placement of related Web page elements close to each other; such as a caption near a graphic, name near a logo, and so forth.
- c. **Contrast** — a mix of elements to stimulate attention. Contrast establishes **focus**, the center of interest on a Web page.
- d. **Unity** — a sense of oneness of belonging used to create and maintain a site's visual identity.
- e. **Visual identity** — the combination of design elements identified with a site and its publisher.

3. **Compare the symmetric and asymmetric placement of Web page elements to evoke mood.**

A **symmetric** arrangement of Web elements is centered or balanced and suggests a conservative, safe, and peaceful atmosphere. Too much symmetry, however, may create boring, uninteresting Web pages. To create a fun, energetic mood, you can position your Web elements **asymmetrically**, or off balance.

4. **Discuss the role of branding in promoting unity and maintaining visual identity.**

All the pages at a Web site must have **unity**, or a sense of oneness or belonging, to create and maintain the site's **visual identity** — the combination of design elements identified with the site and its publisher. Creating and maintaining a visual identity is an important aspect of branding a business or organization. A general definition of the term **brand** is the assurance or guarantee that a business or organization offers to its customers. Businesses and other large organizations take care to develop and reinforce their own brand over time, generally with the guidance of marketing professionals. An entity's brand is continually promoted by the consistent application of **branding specifications** for color, graphic images, and text applied to all of the entity's media. Examples of design elements that promote unity, create a visual identity, and contribute to branding an entity both in print media and on Web pages include logos, fonts, colors, and tag lines.

5. **Define chunked text and explain the importance of using chunked text to create scannable Web content.**

Most Web site visitors prefer to quickly scan Web pages for useful information, not read long passages of on-screen text. Therefore, Web page text should be broken into small sections with headings, subheadings, and bulleted lists that are written to adequately but concisely cover the topic. This is called **chunked text**.

6. **Explain the role of color as a Web design tool.**

Color can be a powerful design tool for creating attractive, effective Web sites. To use color as a design tool effectively, you must understand color basics: the color

wheel, how monitors display colors, and visitors' expectations for color on the Web. The color wheel defines primary, secondary, cool, warm, and complementary colors. Color monitors display colors using the RGB color system. Over time, certain colors have come to symbolize particular qualities. Also, color symbolization differs across various cultures. For example, in some cultures white represents good or purity, black — bad, red — passion, and purple — royalty.

7. **Describe the color wheel and identify primary colors and secondary colors.**

The basis of the color wheel is the **primary colors** set — red, yellow, and blue. **Secondary colors** — orange, green, and purple — are a result of combining two primary colors. The green, blue, and purple colors are categorized as **cool colors**, which suggest tranquility and detachment. The yellow, orange, and red colors are categorized as **warm colors**, which are associated with activity and power. **Complementary colors** are those directly opposite each other on the wheel.

8. **Describe the considerations unique to creating a mobile Web site.**

The most important consideration when modifying a site for access by mobile devices is to simplify the navigation and content to accommodate a smaller screen size and the use of a stylus or touch screen. You can address the bandwidth differences by reducing the number of images, replacing paragraphs with lists, and removing unnecessary or duplicate HTML code. Ensure that interactive site experiences, such as shopping or commenting, are easy to do on a mobile device.

9. **Briefly discuss each of the following Web publishing issues:**

- a. **Bandwidth** — is the quantity of data that can be transmitted in a specific time frame, measured in bits per second (bps). A larger bandwidth indicates a higher data transfer rate. Visitors can access the Internet using a variety of low transfer rate or high transfer rate methods from regular dial-up access to wireless broadband access. The bandwidth or transfer rate of the Internet connection, the amount of traffic on the Internet at a specific time, and a Web page's file size all affect how quickly a Web page downloads in a visitor's browser.
- b. **Differences among browsers** — Graphical display browsers may vary as to the support levels they offer for HTML or XHTML tags, CSS, and scripting languages. Because of these varying support levels, Web pages may display differently when viewed with different browsers or with different versions of the same browser. A Web designer should test Web pages with different browsers and browser versions before publishing a site.
- c. **Monitor resolution** — A Web page also will display differently depending on the resolution setting of the user's monitor. **Resolution** is the measure of a monitor's sharpness and clarity, related directly to the number of pixels it can display. Resolution is expressed as two numbers — the number of columns of pixels and the number of rows of pixels that a monitor can display — and represent the total

- number of pixels displayed on a monitor's screen. At higher resolutions, the number of pixels increases while their size decreases. Page elements appear large at low resolutions and decrease in size as resolution settings increase. Typical modern monitor resolutions range from 800 x 600 pixels to 1280 x 1024 pixels. The recommended practice is to design Web pages for the most commonly used resolution, which, today, is the 1024 x 768 resolution.
- d. **Legal and privacy concerns** — Legal issues include copyright infringement and content liability issues. A Web site should contain a disclaimer of liability statement. Privacy issues involve protecting visitor submitted and automatically gathered personally identifiable information (PII). Visitors' information — names, addresses, credit card numbers — gathered at a Web site, must be kept private and secured from unauthorized access or theft. A Web site should also post a policy and security statement that tells visitors how the site handles their PII.
 - e. **Web usability and Web accessibility** — Although the terms *Web accessibility* and *Web usability* are sometimes used interchangeably, they are related, but different, concepts. **Web accessibility** issues involve designing Web sites to ensure their accessibility by people with various types of special needs, such as lost or impaired vision or color blindness. Web accessibility is an important issue for the World Wide Web Consortium (W3C), who sets Web standards. **Web usability** involves designing a Web site and its pages so that all visitors to the site can easily and quickly satisfy their goals, for example by locating useful information or purchasing a product or service. Web usability incorporates all elements of good Web design, including site structure, the use of text, color, and images, navigational elements, and other design guidelines discussed throughout this text.

Trends

Instructions: Write a brief essay about each of the following trends, using the Web as your research tool. For each trend, identify at least one Web page URL used as a research source. Be prepared to discuss your findings in class.

1. Section 508

Research the latest developments in accessibility standards. Make a list of three important accessibility considerations, and note whether they are new or existing issues. Visit two sites to see if these sites meet the considerations.

Essays will vary. Students should provide a list of at least three accessibility issues, and visit at least two sites to determine whether or not the sites meet the standards.

2. RSS Feeds

Research RSS feed readers and how you can use them to enhance sharing of your Web site content. Sign up for a free RSS feed reader, such as Amphetadestk or Google Reader. Customize it to receive updates on Web design trends.

Essays will vary. Students should describe which free RSS feed reader they signed up for, and the information they received about Web design trends. They should include background information about RSS feed readers and how they can use them to share content.

@ Issue

Instructions: Write a brief essay in response to the following issues, using the Web as your research tool. For each issue, identify at least one Web page URL used as a research source. Be prepared to discuss your findings in class.

1. Privacy Statements

Find a privacy statement on a Web site you frequently visit. Look at it critically to see if it addresses all of your concerns, specifically: what information it collects, what it does with the information, and how you would be notified of any changes to the privacy policy. Make a note of any changes you would make.

Essays will vary. Students should provide the URL of the privacy statement they reviewed. In their essay they should include how it addresses their concerns, the policy's change notification methods, and any changes to the policy they would make.

2. Target Audience Color Expectations

Explain how target audience expectations and preferences affect the use of color as a Web design tool. Give real-world Web site examples to support your explanation.

Essays will vary. Students should address color symbolization and the cultural associations of color. Students should also address sophisticated target audiences' expectations for Web page color based on a site's purpose and message.

Students' responses to HANDS ON, TEAM APPROACH, and CASE STUDY activities will vary.