

SOLUTIONS MANUAL



Web Design, Second Edition

End of Chapter Solutions

CHAPTER TWO WEB PUBLISHING FUNDAMENTALS

Matching Terms

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

Fill in the Blank

1. hierarchy, important
2. reviewed
3. encryption, decryption
4. dither
5. copyright
6. spam
7. Sans serif
8. chunk, paragraph
9. symmetrically, asymmetrically
10. plain, subtle

Multiple Choice

1. d
2. c
3. b
4. a
5. c
6. c
7. c
8. c
9. b
10. b

Short Answer

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

1. Explain briefly the four Web publishing advantages that print publishing cannot match.

Web publishing offers distinct advantages over print, including timeliness, interactivity, reduced production costs, and economical, rapid distribution. Compared with print, **timely** content can be delivered more efficiently and economically via Web publishing. Keeping a Web page or Web site up to date is not the lengthy or costly process involved with revising and reprinting a print publication. Therefore, the information found on a Web site is often much more current and accurate compared to information found in print. Another advantage the Web offers over print is the unique opportunity to **connect** with your audience/visitors. You can make connectivity simple and easy via two methods of communicating with your visitors: (1) an e-mail link to you on your Web site; and (2) forms. A third advantage is that Web publishing is much more **cost effective** than print publishing. In the print environment, finances limit the extent to which you can design publications. On the Web, however, the situation is very different. As a designer of Web-deliverable material, you can incorporate colorful designs, photographs, animation, video, sound, and text into your Web pages for considerably less cost. The final advantage Web publishing holds over print is that distributing information via the Web can be **significantly faster and less expensive**. Rather than having to snail mail thousands of brochures first class overnight (as one might with print), using Web sites and e-mail messages can make your information available almost immediately with no charges involved.

2. Identify the three basic design principles that help Web pages deliver a powerful message and leave a distinct impression.

The three basic design principles that help Web pages deliver a powerful message and leave a distinct impression are: balance and proximity, contrast and focus, and unity.

3. Describe briefly how to incorporate each of the three basic design principles into a Web page.

Arrange Web elements such as photographs, illustrations, and text symmetrically or **balanced** on a Web page to suggest a conservative, safe, and peaceful atmosphere; and asymmetrically or off balance to create an intense, energetic mood. By placing elements that have a relationship close to each other, **proximity** visually connects elements that have a logical relationship and thus helps to create effectively organized Web pages. **Contrast** is a mix of elements to stimulate attention. You can achieve contrast by means of text styles, color choices, size of elements, and more. Simply by varying the size of Web page elements, you can establish a visual hierarchy of information that will show visitors which elements are most important. Contrast also establishes **focus**, the center of interest or activity. Web pages and Web sites need **unity**, or a sense of belonging, to create and maintain a visual identity. You can create unity on your Web site with consistency and repetition, using a grid as an underlying layout structure, using tables and style sheets, employing a common graphic and color theme, and maintaining a consistent alignment, or arrangement of objects in fixed or predetermined positions, rows, or columns.

4. Explain what elements on a company's Web site can further its brand.

The elements on a company's Web site that can further its brand include logo, fonts, colors and tag lines.

5. Identify the features of effective written Web content.

Effective written Web content is accurate, easily read, understandable, and comprehensive and concise.

6. What effects can color have on a Web site?

Color can be a powerful design tool for creating attractive, effective Web sites as it can be used to enhance the site's purpose and personality. Different colors and color combinations can have very different effects on the visitor – making him/her feel calm or tense/excited. Warm colors tend to be associated with activity and power, while cool colors suggest tranquility and detachment. Colors on a Web site can also symbolize particular qualities –white for purity, red for passion, purple for royalty, etc.

7. Explain what a Web-safe palette is and how it relates to monitors.

A Web-safe palette on PCs and Macs shares 216 of 256 colors. If your graphics include colors in addition to the 216 colors, the browser on an 8-bit monitor will dither, or substitute, colors within its 216 choices that resemble the proposed color. Unfortunately dithering can cause the illustrations to appear spotty and uneven. This dithering is only an issue with 8-bit monitors – being limited to a Web-safe palette is not an issue for 24-bit color monitors, because they can display 16.7 million colors.

8. Describe the impact of each of the following issues on Web design:

a. Bandwidth

Bandwidth, which is the quantity of data that can be transmitted in a specific time frame, is measured in bits per second (bps). The higher the bandwidth, the faster the Internet connection will be. As a designer, you must be aware that a visitor will generally wait only 5 to 10 seconds for a Web page to load before moving to another Web site. Because of this, you must make choices regarding which elements to include on your Web page, choosing fewer graphics and utilizing thumbnails (miniature graphics that link to larger photos), in order to speed load time.

b. Differences among Browsers

Most visitors will view your Web site with a graphical display browser. Browsers vary as to the support levels they offer for HTML tags, CSS, and Javascript. Because of these varying support levels, pages may display quite differently when viewed with different browsers and browser versions. For this reason, test your Web pages with different browsers and browser versions before publishing your site.

c. Monitor resolution

A Web page displays differently depending on the resolution setting of the user's monitor. **Resolution**, the measure of a monitor's sharpness and clarity, is related directly to the number of pixels it can display. If you design Web pages to be viewed at higher resolutions, a user viewing the Web pages at 800 x 600 (lower resolution) is forced to scroll to see the entire Web page. To deal with monitor resolution issues, designers sometimes choose to design for lower resolution settings; others will design for higher settings and indicate on

their Web sites the best resolution with which to view the sites; and some will create Web pages with relative table widths that adjust automatically to different monitor settings.

d. Copyright

A copyright is ownership of intellectual property – of a graphic, a music file, etc. One must be careful when designing a Web site to make sure your Web site elements are free of copyright restrictions by creating or buying your own graphic, files, etc. If you want to use elements belonging to someone else, obtain written permission to do so. Always assume that an element is copyrighted, even if no such evidence appears.

e. Privacy and security

Two legitimate concerns of both consumers and businesses are about how information is being used and the steps being taken to ensure that it remains secure and out of the hands of unauthorized users. Thus, including a privacy statement that typically explains how any information submitted will be used is one way to ease the concerns of your Web site visitors. To provide security for transmission of personal or confidential information and for credit-card transactions, e-commerce Web sites should use encryption – a process that changes data so that it cannot be understood should someone unauthorized try to access it.

f. Accessibility

You need to think about access to your Web site by visitors with special needs. The Web Accessibility Initiative (WAI) was created to encourage accessibility through technology guidelines and research. Because the Web is a highly visual environment, people with special visual needs, such as lost or impaired vision and color blindness, encounter the most access problems. The W3C Web site w3c.org can answer many of your questions regarding accessibility.

9. Briefly explain RGB color.

An RGB system combines channels of red, green, and blue light and emits the light from these channels in various levels of intensity. When the levels, or values (which are measured from 0-255) are combined, different colors result. An RGB system can produce more than 16.7 million possible colors. The actual number of colors that a monitor will display depends upon the monitor's capability – whether it is 8, 16, or 24-bit.

10. Differentiate between paragraph format and chunked format.

Paragraph format displays information in full sentences forming long passages of text onscreen with nothing to separate or differentiate sections or ideas. **Chunked format**, on the other hand,

contains only the more significant points to adequately, yet concisely, cover the subject. Chunking format typically does not use complete sentences and information is divided/grouped into sections, each of which focuses on a specific topic. This format is preferred for Web usage because it allows visitors to scan sections quickly and efficiently.

Instructions: Write a brief essay in response to the following issues. Use the Web as your research tool. **For each issue, identify one URL utilized as a research source.**

1. Web Versus Print Publishing

This chapter discussed the advantages that Web publishing offers over print publishing. E-books, which are electronic versions of books, are a relatively new technology that continues the debate of Web versus print publishing. Explain how an e-book works, the different types currently available, advantages and disadvantages, and their impact on print publishing.

Reports will vary. Students should explain how e-books work, and discuss the different types available, the advantages and disadvantages of each, and the impact on print publishing. Students should also identify one URL utilized as a research source.

2. Internet/Web Access Devices

Wireless handheld devices that provide Internet access are another popular, recent technology. Such devices include personal digital assistants (PDAs), cellular telephones, and Web pagers. Describe the capabilities and limitations of these devices regarding Internet access and display of Web pages. Predict the effect these devices will have on Web design over the next two years.

Essays will vary. Students should address the current state of handheld devices and Internet access/Web page display and the future impact of these devices on Web design. Students should also identify one URL utilized as a research source.

