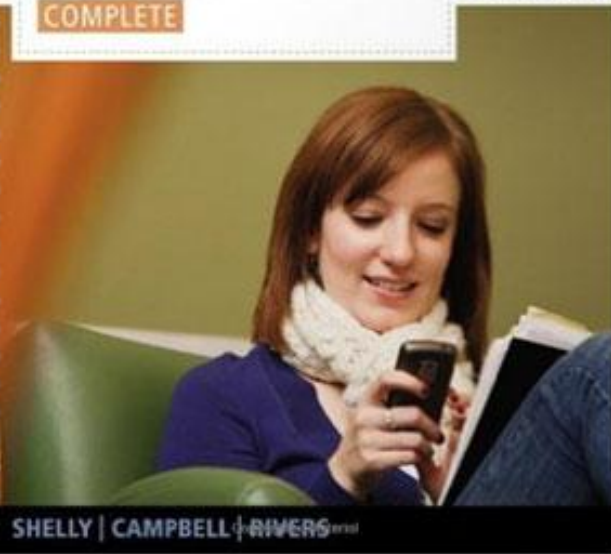


# TEST BANK

Copyright © **SHELLY CASHMAN SERIES**

## Microsoft® **EXPRESSION®** **WEB 3** COMPLETE



**SHELLY | CAMPBELL | RIVERS** © 2011

## Chapter 2 – Working with Images and Links

---

### MULTIPLE CHOICE

1. \_\_\_\_ is/are an important part of Web site content by describing the purpose of the site and conveying valuable details related to the site's subject matter.

- a. Images
- b. Text
- c. Links
- d. Videos

ANS: B                      PTS: 1                      REF: EW 72

2. \_\_\_\_ help to organize a site by providing navigation to other areas of the site.

- a. Images
- b. Files
- c. Links
- d. Folders

ANS: C                      PTS: 1                      REF: EW 72

3. Adding \_\_\_\_ to a Web site increases a site's attractiveness but adds complexity in terms of increased page file sizes.

- a. images
- b. links
- c. files
- d. colors

ANS: A                      PTS: 1                      REF: EW 74

4. Image files that exceed \_\_\_\_ kilobytes in size can download slowly in a visitor's browser.

- a. 25
- b. 50
- c. 75
- d. 100

ANS: D                      PTS: 1                      REF: EW 74

5. Image files are composed of dots, or \_\_\_\_, which are the smallest amount of visible data in an image.

- a. pixels
- b. trixels
- c. points
- d. picas

ANS: A                      PTS: 1                      REF: EW 74

6. A file \_\_\_\_ is the way the file is encoded and stored electronically.

- a. format
- b. tag
- c. style
- d. index

ANS: A                      PTS: 1                      REF: EW 75

7. \_\_\_\_ compression means that a certain amount of image quality is lost when the file size is reduced.

- a. Lossless
- b. Lossy
- c. Squeezy
- d. Resizing

ANS: B                      PTS: 1                      REF: EW 75

8. With \_\_\_\_ compression, an image retains its quality.

- a. lossy
- b. squeezy
- c. lossless
- d. resizing

ANS: C                      PTS: 1                      REF: EW 75

9. For photographs, you should use \_\_\_\_ file compression.

- a. lossy
- b. squeezy
- c. resizing
- d. lossless

ANS: D                      PTS: 1                      REF: EW 75

10. The .gif image file format uses \_\_\_\_ file compression.
- a. squeezy
  - b. lossless
  - c. lossy
  - d. resizing

ANS: B                      PTS: 1                      REF: EW 75

11. The .jpg image file format uses \_\_\_\_ file compression.
- a. lossy
  - b. squeezy
  - c. resizing
  - d. lossless

ANS: A                      PTS: 1                      REF: EW 75

12. Because some visitors to your site might have a vision impairment, you should complete the information in the \_\_\_\_ dialog box that opens when you insert an image.
- a. Adaptive Properties
  - b. Accessibility Properties
  - c. Page Properties
  - d. File Properties

ANS: B                      PTS: 1                      REF: EW 75

13. The \_\_\_\_ image file format is used for photographs.
- a. .gif
  - b. .xlsx
  - c. .jpg
  - d. .png

ANS: C                      PTS: 1                      REF: EW 75

14. \_\_\_\_ use a series of motions and sounds to make an image appear to be moving.
- a. Pictures
  - b. Animated graphics
  - c. Links
  - d. Divs

ANS: B                      PTS: 1                      REF: EW 76

15. An Expression Web site consists of at least one \_\_\_\_ and file.
- a. page
  - b. image
  - c. folder
  - d. link

ANS: C                      PTS: 1                      REF: EW 77

16. When you open a Web site, all of the site's files and folders appear in the \_\_\_\_.
- a. Folder List
  - b. File List
  - c. Page List
  - d. Navigation List

ANS: A                      PTS: 1                      REF: EW 77

17. You can open an existing Web site by clicking the Open Site command on the \_\_\_\_ menu.
- a. Site
  - b. Edit
  - c. Tools
  - d. Task Panes

ANS: A                      PTS: 1                      REF: EW 78

18. As you work with \_\_\_\_, it is helpful to display the rulers as a guide for cropping and resizing.
- a. links
  - b. text
  - c. margins
  - d. images

ANS: D                      PTS: 1                      REF: EW 84

19. Having too many panels open makes your \_\_\_\_ cluttered and leaves you less room for editing.
- a. editing window
  - b. Common toolbar
  - c. workspace
  - d. Toolbox

ANS: C                      PTS: 1                      REF: EW 84

20. The \_\_\_\_ appear along the left and top edges of the window when displayed.
- a. rulers
  - b. menus
  - c. toolbars
  - d. task panes

ANS: A                      PTS: 1                      REF: EW 87

21. The \_\_\_\_ command is a toggle command, meaning that the same steps are used to turn the rulers on or off.
- a. Hide Ruler
  - b. Show Ruler
  - c. Close Ruler
  - d. Open Ruler

ANS: B                      PTS: 1                      REF: EW 88

22. To maintain the aspect ratio when resizing an image manually, drag a \_\_\_\_ sizing handle.
- a. top
  - b. bottom
  - c. corner
  - d. left or right

ANS: C                      PTS: 1                      REF: EW 89

23. After you have changed an image's height and/or width, you should \_\_\_\_ it to improve the image quality by adjusting the resolution of pixels to the new image size.
- a. resize
  - b. resample
  - c. restore
  - d. repair

ANS: B                      PTS: 1                      REF: EW 89

24. You can double-click a picture to open the \_\_\_\_.
- a. Insert Pictures from File menu
  - b. Format Pictures dialog box
  - c. Folder List task pane
  - d. Picture Properties dialog box

ANS: D                      PTS: 1                      REF: EW 93

25. You can choose to align text and pictures at the \_\_\_\_.
- a. left margin
  - b. center of the page
  - c. right margin
  - d. all of the above

ANS: D                      PTS: 1                      REF: EW 93

26. When positioning text around an image, use the \_\_\_\_ feature.
- a. image flowing
  - b. text wrapping
  - c. alignment management
  - d. none of the above

ANS: B                      PTS: 1                      REF: EW 93

27. You can surround an image with lines, graphics, or effects by choosing an option in the \_\_\_\_ dialog box.
- a. Picture Properties
  - b. Borders and Shading
  - c. Image Formatting
  - d. Lines and Graphics

ANS: B                    PTS: 1                    REF: EW 95

28. Image margins are measured in \_\_\_\_.
- a. picas
  - b. inches
  - c. centimeters
  - d. pixels

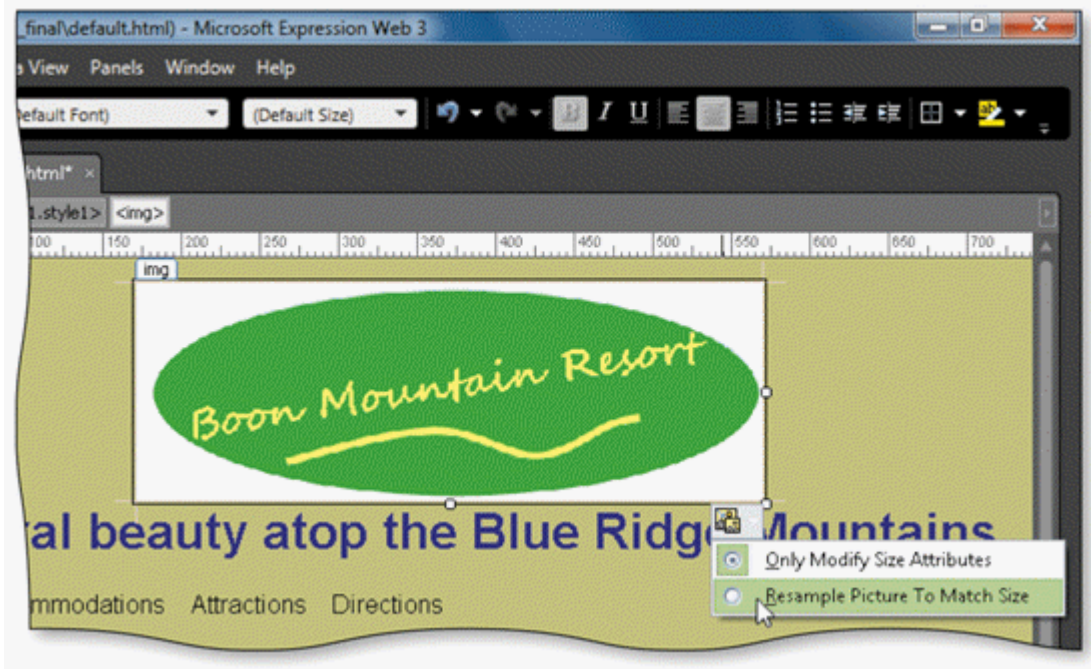
ANS: D                    PTS: 1                    REF: EW 95

29. The \_\_\_\_ image enhancement option removes unwanted parts of a picture.
- a. layering
  - b. beveling
  - c. cropping
  - d. flipping

ANS: C                    PTS: 1                    REF: EW 99

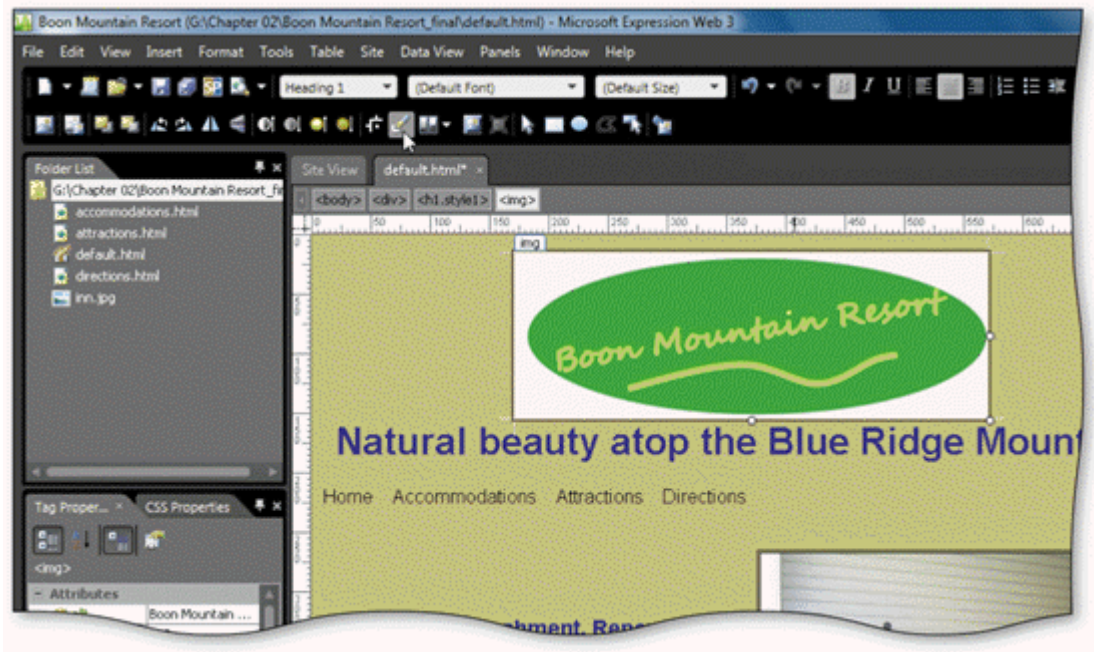
30. Applying a three-dimensional frame to an image using shadows is called \_\_\_\_.
- a. beveling
  - b. resampling
  - c. layering
  - d. cropping

ANS: A                    PTS: 1                    REF: EW 99



31. As shown in the accompanying figure, you can click the \_\_\_\_ button below a resized image, then click the Resample Picture to Match Size option to resample the image.
- a. Picture Tasks
  - b. Picture Formatting
  - c. Picture Actions
  - d. Picture Menu

ANS: C                    PTS: 1                    REF: EW 101



32. You can click the \_\_\_\_ button on the Pictures toolbar to change the pointer to the transparency pointer, as shown in the accompanying figure.

- a. Transparency
- b. Set Transparent Color
- c. Hide Background
- d. none of the above

ANS: B                      PTS: 1                      REF: EW 102-EW 103

33. The \_\_\_\_ temporarily stores text or page elements so that you can move or copy them to other pages or locations.

- a. Paste task pane
- b. Folder List
- c. Toolbox
- d. Clipboard

ANS: D                      PTS: 1                      REF: EW 103

34. You can click the Folder command on the \_\_\_\_ submenu of the File menu to add a folder to the site.

- a. Common toolbar
- b. New
- c. Toolbox
- d. Add

ANS: B                      PTS: 1                      REF: EW 116

35. A(n) \_\_\_\_ is a page anchor that is attached to a specific portion of the page.

- a. link
- b. image
- c. bookmark
- d. tab

ANS: C                      PTS: 1                      REF: EW 120

36. You can click the Hyperlink command on the \_\_\_\_ menu to insert a hyperlink.

- a. File
- b. Edit
- c. Insert
- d. Tools

ANS: C                      PTS: 1                      REF: EW 121

37. To test a link in the editing window, you must press and hold the \_\_\_\_ key as you click the link.

- a. ALT
- b. CTRL
- c. SHIFT
- d. TAB



## TRUE/FALSE

1. A site without graphics or that is difficult to navigate will likely hold a visitor's attention.

ANS: F                      PTS: 1                      REF: EW 72

2. When adding images and links to a Web site, you should keep in mind the goals of the site.

ANS: T                      PTS: 1                      REF: EW 74

3. You should always make sure that you have proper permission to use an image before you add it to your site.

ANS: T                      PTS: 1                      REF: EW 74

4. Linking to external Web sites can confuse site visitors and should be avoided.

ANS: F                      PTS: 1                      REF: EW 74

5. High-resolution images contain a low concentration of dots per inch (dpi).

ANS: F                      PTS: 1                      REF: EW 74

6. Image file formats for use on the Web differ in how they reduce the size of image files by removing extraneous file data.

ANS: T                      PTS: 1                      REF: EW 75





7. Photos that have lost considerable quality appear pixilated and display blocks of color, as shown in the accompanying figure.

ANS: T                   PTS: 1                   REF: EW 75

8. Alternate text appears next to an image while it downloads and provides information to those who use devices to assist with visual impairments.

ANS: T                   PTS: 1                   REF: EW 75

9. When you want to align and position an image separately from surrounding text, insert the image into the same div as the text.

ANS: F                   PTS: 1                   REF: EW 76

10. If you use an Internet Explorer window to open one page or file of a site at a time, you can create errors of inconsistency and broken links.

ANS: F                   PTS: 1                   REF: EW 77

11. Minimizing a panel allows you to view less of another panel in the same column.

ANS: F                   PTS: 1                   REF: EW 84

12. You can click the Ruler and Grid command on the Insert menu to turn on the vertical and horizontal rulers.

ANS: F                   PTS: 1                   REF: EW 88

13. Resizing an image can make your layout more attractive and changes the file size of the image.

ANS: F                   PTS: 1                   REF: EW 89

14. Changing the alignment and spacing of text and images allows you to create a flow to your page that is visually interesting.

ANS: T                   PTS: 1                   REF: EW 93

15. An image's margins separate it from adjacent text or images.

ANS: T                   PTS: 1                   REF: EW 95

16. Padding is space between an image and its border.

ANS: T                   PTS: 1                   REF: EW 95

17. Beveling, when added to an image, remove the image's background.

ANS: F                   PTS: 1                   REF: EW 99

18. You can press the CTRL+V keyboard shortcut keys to copy a selected image.

ANS: F                   PTS: 1                   REF: EW 105

19. You can create a thumbnail by selecting an image and clicking the Create Thumbnail button on the Pictures toolbar.

ANS: F                   PTS: 1                   REF: EW 115

20. When you move an image using the Folder List, Expression Web automatically adjusts any coded references to the image file location.

ANS: T                   PTS: 1                   REF: EW 116

21. You can use external links to let visitors move around within long pages at your site.

ANS: F                   PTS: 1                   REF: EW 120

22. Internal links point the visitor's browser to a site that is outside of your own Web site.

ANS: F                   PTS: 1                   REF: EW 120

23. Every page in a site should have a navigation bar that appears in the same location on a page.

ANS: T                   PTS: 1                   REF: EW 120

24. An e-mail link opens a new, blank e-mail window using the visitor's e-mail program.

ANS: T                   PTS: 1                   REF: EW 137



25. A ScreenTip added to a mailto link provides visitors with additional information, as shown in the accompanying figure.

ANS: T                   PTS: 1                   REF: EW 138

## COMPLETION

1. \_\_\_\_\_ in Web pages can serve a practical purpose by illustrating a product or service described in the text.

ANS:  
Graphics  
Images

PTS: 1                   REF: EW 72

2. All images included in your site need to be \_\_\_\_\_, or saved as part of the Web site.

ANS: embedded

PTS: 1 REF: EW 74

3. Higher-quality images contain a high concentration of \_\_\_\_\_ per inch.

ANS: dots

PTS: 1 REF: EW 74

4. The image file formats used for Web pages differ in how they \_\_\_\_\_ image files.

ANS: compress

PTS: 1 REF: EW 75

5. When you insert an image into a Web page, Expression Web automatically creates a(n) \_\_\_\_\_ to contain the image.

ANS: paragraph

PTS: 1 REF: EW 76

6. Expression Web contains \_\_\_\_\_ default panels docked on the left and right sides of the editing window.

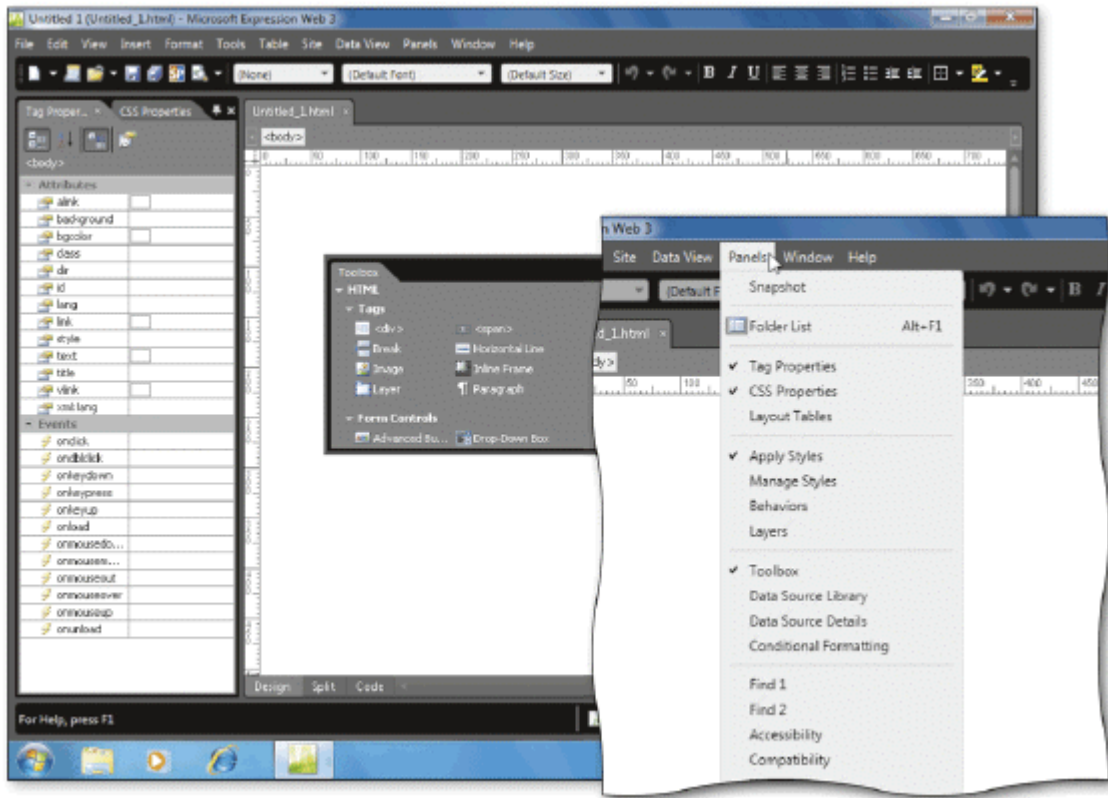
ANS: four

PTS: 1 REF: EW 84

7. \_\_\_\_\_ a panel allows you to move the panel to a fixed location on a side of the Expression Web window.

ANS: Docking

PTS: 1 REF: EW 84



8. You can view a menu of Expression Web panels by clicking Panels on the \_\_\_\_\_, as shown in the accompanying figure.

ANS: menu bar

PTS: 1 REF: EW 84-EW 85

9. Expression Web saves the arrangement of the \_\_\_\_\_ and uses it as the default the next time you start the program.

ANS: workspace

PTS: 1 REF: EW 84

10. You can change an image's height and width by changing options on the Appearance tab in the \_\_\_\_\_ dialog box.

ANS: Picture Properties

PTS: 1 REF: EW 90

11. Adding \_\_\_\_\_ to an image increases the space between the image and the surrounding text and helps the image to stand out.

ANS: margins

PTS: 1 REF: EW 97

12. \_\_\_\_\_ stacks images on top of each other, specifying the order in which the images appear.
- ANS: Layering
- PTS: 1                      REF: EW 99
13. The \_\_\_\_\_ image enhancement effect makes colors brighter or duller.
- ANS: brightness
- PTS: 1                      REF: EW 99
14. You can make changes to an image to increase its relevance, appearance, and \_\_\_\_\_.
- ANS: usability
- PTS: 1                      REF: EW 99
15. You can use buttons on the \_\_\_\_\_ toolbar to enhance an image in a variety of ways.
- ANS: Pictures
- PTS: 1                      REF: EW 98
16. The \_\_\_\_\_ command on the File menu saves the changes you have made to all the pages in the site.
- ANS: Save All
- PTS: 1                      REF: EW 105
17. A(n) \_\_\_\_\_ version of an image file is a small rendition that serves as a preview of the large version.
- ANS: thumbnail
- PTS: 1                      REF: EW 111
18. \_\_\_\_\_ within the same page are called bookmarks.
- ANS: Internal links
- PTS: 1                      REF: EW 120
19. E-mail links are also called \_\_\_\_\_ links.
- ANS: mailto
- PTS: 1                      REF: EW 120
20. A(n) \_\_\_\_\_ is a window containing descriptive text that appears when you position the mouse pointer over a button or link.

ANS: ScreenTip

PTS: 1 REF: EW 138

### MODIFIED TRUE/FALSE

1. A lower file resolution delivers a better quality of image.

\_\_\_\_\_

ANS: F, higher

PTS: 1 REF: EW 74

2. If an image file has a low resolution (low res), the image can appear jagged, or sizalated.

\_\_\_\_\_

ANS: F, pixilated

PTS: 1 REF: EW 74

3. You have to balance the quality of an image with how its size affects the site.

\_\_\_\_\_

ANS: T PTS: 1 REF: EW 74

4. A margin around an image can give it definition and distinction.

\_\_\_\_\_

ANS: F, border

PTS: 1 REF: EW 95

5. Depending on a user's Internet connection, the speed at which a site's contents download into his or her browser can vary.

\_\_\_\_\_

ANS: T PTS: 1 REF: EW 111

### MATCHING

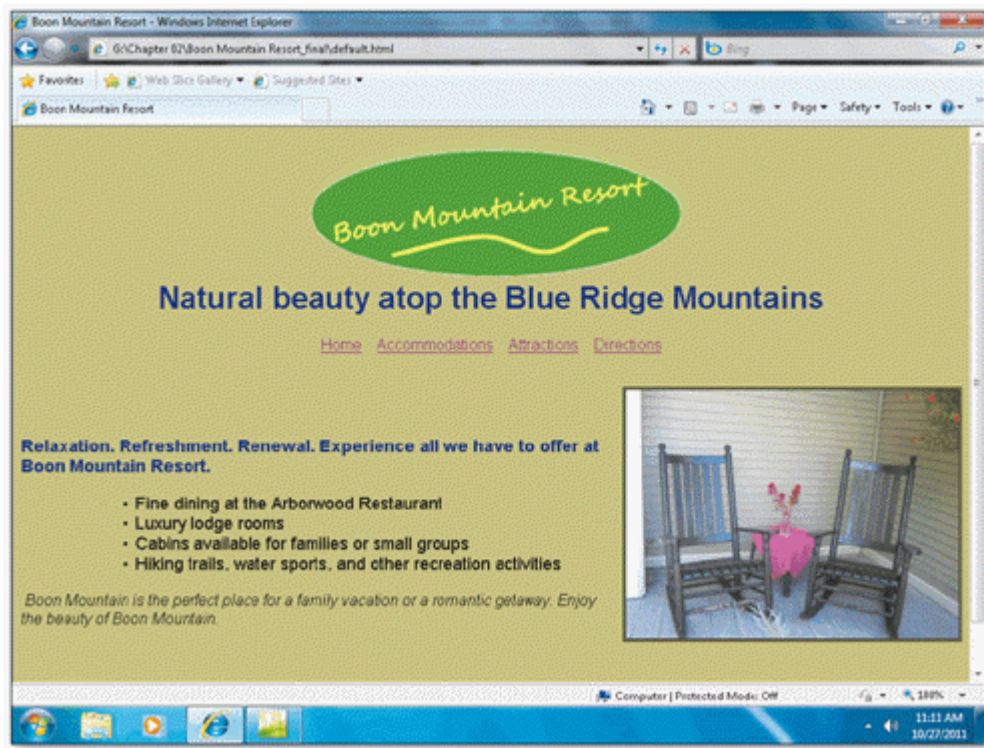
Identify the letter of the choice that best matches the phrase or definition.

- |                    |                            |
|--------------------|----------------------------|
| a. image           | f. Alternate Text text box |
| b. links           | g. resample                |
| c. high resolution | h. text wrapping           |
| d. embedded        | i. bookmark                |
| e. lossy           | j. external link           |

1. Text or graphics clicked to jump to new Web page
2. Contains the Accessibility Properties dialog box
3. Images saved as a part of the Web site
4. Internal page link
5. Improve image quality by adjusting the resolution of pixels to the new image size
6. Company logo on a Web page
7. Link that allows visitors to go to a Web page outside the current site
8. Quality is lost during image compression
9. A high concentration of dots per inch (dpi)
10. Feature that guides how text flows around an image

- |            |        |             |
|------------|--------|-------------|
| 1. ANS: B  | PTS: 1 | REF: EW 72  |
| 2. ANS: F  | PTS: 1 | REF: EW 82  |
| 3. ANS: D  | PTS: 1 | REF: EW 74  |
| 4. ANS: I  | PTS: 1 | REF: EW 120 |
| 5. ANS: G  | PTS: 1 | REF: EW 89  |
| 6. ANS: A  | PTS: 1 | REF: EW 72  |
| 7. ANS: J  | PTS: 1 | REF: EW 120 |
| 8. ANS: E  | PTS: 1 | REF: EW 75  |
| 9. ANS: C  | PTS: 1 | REF: EW 74  |
| 10. ANS: H | PTS: 1 | REF: EW 93  |

## ESSAY



1. Using the accompanying figure, briefly explain the role of the image on the Boon Mountain Resort home page.

ANS:

Visitors to a Web site want to get an impression of the site's products or services very quickly. The eye-catching image on the Boon Mountain Resort home page is used to inform site visitors about the resort and to attract current and potential customers.

PTS: 1                    REF: EW 72                    TOP: Critical Thinking

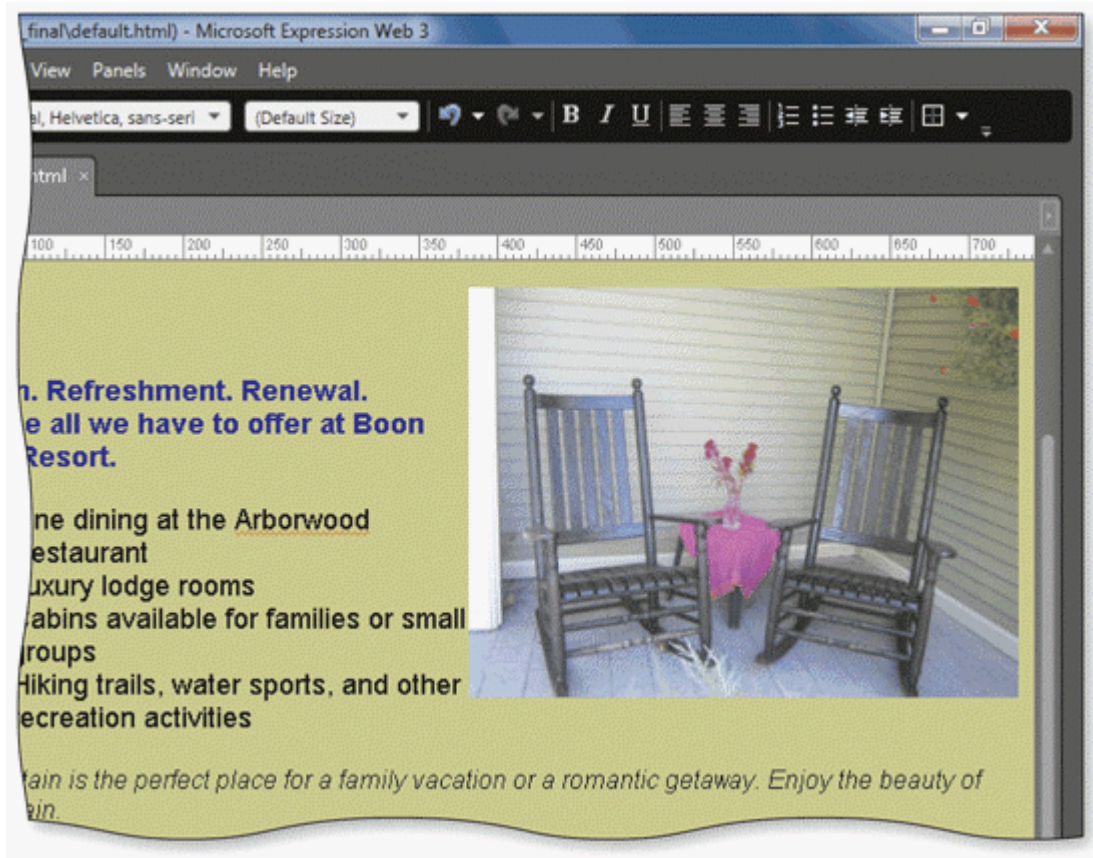
2. Briefly discuss the guidelines for selecting and storing Web site images.

ANS:

When deciding on how to enhance your site with images, consider both the aesthetic value of each image and whether the image conveys the necessary information or message to visitors to your site. Choose only images that are necessary to enhance the site and inform visitors, and make sure to seek permission where necessary.

Store the images in a central folder location, and make sure that you have the proper permissions to use them. Acquire permission to use non-original images, give credit to the source, and make sure that you are using the image according to the agreement with the source and any guidelines that may have been set.

PTS: 1                    REF: EW 76                    TOP: Critical Thinking



3. Using the accompanying figure, list the steps to align an image at the right margin and wrap the text around it.

ANS:

1. Open the Picture Properties dialog box and click the Appearance tab.
2. Click the Right button in the Wrapping style section.



3. Click the OK button to close the dialog box and apply the text wrapping style.
4. Press CTRL+S to save the page.

PTS: 1                      REF: EW 94                      TOP: Critical Thinking

## CASE

### Critical Thinking Questions

#### Case 2-1

You are planning a new small business Web site and are considering the images that you want to add to pages at the site. You discuss your plans with two of your classmates, Jim and Steve.

1. During your discussion with Jim and Steve, you ask about the best image file format to use for your site's images. After the discussion, you decide to \_\_\_\_.

a. use .png images for photographs and a .gif image for your company logo	c. use .gif images for both photographs and your company logo
b. use .gif images for photographs and a .png image for your company logo	d. use .jpg images for photographs and a .png image for your company logo

ANS:  
D

PTS: 1                      REF: EW 75                      TOP: Critical Thinking

2. You also discuss the importance of images at your site with Jim and Steve. After the discussion, you decide to \_\_\_\_.

a. add as many images as you can find, because most site visitors prefer images to text	c. take a class on creating a neat company logo using a graphics design program
b. select a few relevant images that help convey your site's message	d. forego adding images, the text is what is most important to visitors

ANS:  
B

PTS: 1                      REF: EW 76                      TOP: Critical Thinking

### Critical Thinking Questions

#### Case 2-2

You are working on the design plan for your new informational Web site. It is time to plan the navigational links for your site.

3. One of your pages will have content that spans at least three browser screens and visitors will have to scroll up and down to see all the content. To make the page easier for visitors to use, you decide to add \_\_\_\_ that visitors can click to jump to individual sections of the page and back to the top of the page.

a. navigation bars	c. external links
b. bookmarks	d. toolbar buttons

ANS:

B

PTS: 1

REF: EW 120

TOP: Critical Thinking

4. To provide additional information to visitors at your site, you want to refer them to other relevant sites. To do this, you add \_\_\_\_\_ to a “Check This Out” page at your site.

a. bookmarks	c. external links
b. internal links	d. button links

ANS:

C

PTS: 1

REF: EW 120

TOP: Critical Thinking