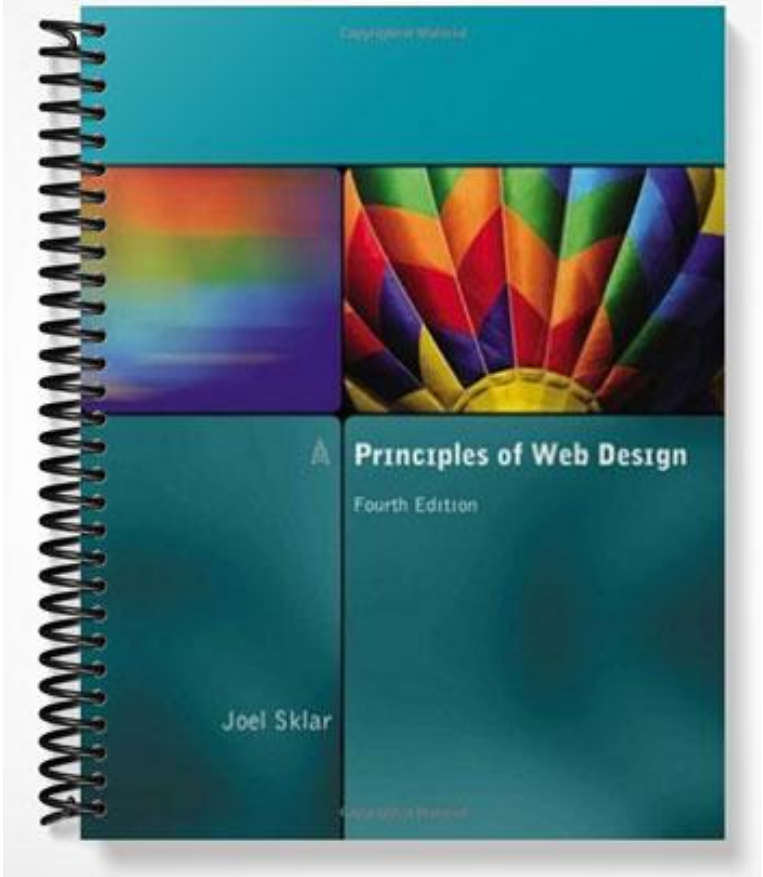
TEST BANK



ch02

True/False
Indicate whether the statement is true or false.

____ 1. Almost every Web site has at least one flaw.

____ 2. Not only should you plan for a deliberate look and feel for your Web site, but you must also test your design against the variable nature of the Web.

____ 3. You should plan your Web pages for a specific connection speed.

____ 4. The average user clicks away from a site if a page does not download in 10-20 seconds.

____ 5. Visitors to your site always look for specific information.

____ 6. You should provide direct links to the areas of your site that you feel are most in demand.

____ 7. Environmental factors such as glare or physical distance from the screen do not affect the user.

____ 8. Rather than presenting long scrolling pages, break information into smaller chunks and link them with hypertext.

____ 9. When you design a site, you focus on each individual page, not the site as a whole.

____ 10. Users generally do not orient themselves quickly to your navigation structure.

____ 11. You can use a grid to enforce structure, but you also can break out of the grid to provide variety and highlight important information.

____ 12. Web pages that have scattered alignments have a more polished look than pages that respect the grid and consistently align different elements.

____ 13. Even with table borders turned off, the user can tell the layout is held together by a table.

____ 14. The reliance on tables as a design tool will eventually wane as more users adopt newer browsers that support CSS, which allows columnar positioning without tables.

____ 15. White spaces are always white.

____ 16. A lack of active white space creates the impression that a page contains too much information and that it will be difficult to find the piece of information you want.

____ 17. If users will interact with your Web pages by scanning, scrolling, pointing, and clicking, you should design the pages by using meaningful column headings, linked text, and short descriptions.

____ 18. It is easy to predict the user's exact viewing path.

____ 19. Human engineering studies show a wide range of results when tracking a user's eye movements.

____ 20. Knowing common user habits can help you decide where to focus the user's attention by object placement, text weight, and color use.

____ 21. It does not matter how many layers of your Web site the user has to view to find the information they want.

____ 22. As a Web page author, you make the decisions that determine how users move through your site and process information.

____ 23. Almost all sites provide links within the text.

____ 24. It is acceptable to require the user scroll through lengthy columns.

____ 25. Glossaries and other densely packed documents become much easier to navigate with the addition of hypertext.

____ 26. The amount of information that you should put on one Web page is unlimited.

____ 27. You should provide enough navigation clues to let users find the content they want.

____ 28. Most mainstream Web sites are suitable for adaptive devices such as screen readers, voice browsers, and Braille translators.

____ 29. Building more accessible content means that you have to forgo more challenging Web designs.

____ 30. A computer screen has light passing through it from behind.

Multiple Choice
Identify the choice that best completes the statement or answers the question.

____ 31. The interface that the user must navigate is often called the ____ of a Web site.
a. look and feel
b. feel
c. taste
d. look

____ 32. ____ has significant problems with CSS that can render Web pages unreadable.
a. Internet Explorer 6.0
b. Netscape 7.1
c. Netscape 4.75
d. Netscape 6.0

____ 33. Your ____ is the single most important factor in determining the success of your site.
a. font choice
b. information design
c. number of graphics
d. plug-in requirements

____ 34. The screen's low ____ makes the computer monitor a poor reading medium.
a. resolution
b. size
c. cost
d. color depth

____ 35. When designing a Web page, think about providing contrasting colors that are easy to read and easy on the eye, such as dark colors against a ____ background.
a. gray
b. black
c. white
d. red

____ 36. When designing a Web page, you should keep the "____ (plus or minus two)" rule of information design in mind.
a. three
b. five
c. seven
d. nine

____ 37. A well-written procedure would contain no more than ____ steps.
a. seven
b. eight
c. nine
d. ten

____ 38. You can ____ by repeating colors and fonts and by using a page layout that allows different hierarchical levels.
a. practice consistent placement of page elements
b. provide visual structure
c. create smooth transitions
d. utilize active white space

____ 39. You should provide grounding for the user by placing navigation elements ____ on each page.
a. in different positions
b. at the left
c. at the top
d. in the same position

____ 40. The ____ is a conceptual layout device that organizes the page into columns and rows.
a. grid
b. page template
c. style sheet
d. matrix

____ 41. Most current Web sites use ____ in one form or another to give their pages structure and consistency.
a. elements
b. plug-ins
c. forms
d. tables

____ 42. White space that is used deliberately is called ____ white space.
a. passive
b. intentional
c. well-formed
d. active

____ 43. ____ white space includes the blank areas that border the screen or are the result of mismatched shapes.
a. Passive
b. Intentional
c. Well-formed
d. Active

____ 44. In a strong periodical-like image, the main page components are ____.
a. graphic
b. textual
c. image-based
d. variable

____ 45. You can make reading easier by using a text ____ that is narrower than the width of the screen.
a. row
b. font
c. column
d. spacing

____ 46. Which is the most important screen area?
a. Left
b. Center
c. Top
d. Right

____ 47. Which is the second most important screen area?
a. Left
b. Center
c. Top
d. Right

____ 48. As a function of normal, paper-based reading habits, the user's eye moves from ____ and back again.
a. top to bottom
b. bottom to top
c. left to right
d. right to left

____ 49. You should use ____ and color to reinforce location or topic.
a. font
b. weight
c. size
d. shapes

____ 50. You should not make your users click more than ____ times to get to the content they desire.
a. two
b. three
c. four
d. five

____ 51. A ____ can be used to graphically display the organization of your Web site.
a. Web log
b. directory tree
c. road map
d. site map

____ 52. A ____ lets the users pick the exact topic they want to view.
a. site map
b. hypertext table of contents
c. menu bar
d. title bar

____ 53. By default, links are ____ when new.
a. blue
b. purple
c. red
d. green

____ 54. By default, hypertext links change to ____ after they have been visited.
a. blue
b. purple
c. red
d. green

____ 55. Designing for ____ means developing Web pages that remain accessible despite any physical, sensory, and cognitive disabilities,work constraints, or technological barriers on the part of the user.
a. navigation
c. accessibility

b. readability
d. portability

____ 56. You can verify that physically challenged people can access your Web pages easily by using ____ Watchfire.
a. WebX
b. WebAct
c. WebXACT
d. WebAT

____ 57. The computer screen is ____ oriented.
a. vertically
b. landscape
c. portrait
d. diagonally

____ 58. The typical resolution for a computer monitor is ____ dpi.
a. 56
b. 64
c. 72
d. 82

____ 59. Because of the screen graininess, ____ text is especially hard to read in paragraph format, so restrict its use for special emphasis.
a. plain
b. bold
c. italic
d. underlined

____ 60. The ____ font, designed for print, is hard to read online.
a. Arial
b. Georgia
c. Courier
d. Times Roman

Completion
Complete each statement.

61. As an HTML author, you must consider the _____ nature of hypertext, weaving the appropriate links and associations into the information.

62. The goal of Web design is to organize your content and present it as a meaningful, _____ set of information.

63. Plenty of active _____ between the page elements adds to the readability of the page.

64. Your choices of colors, fonts, graphics, and page layout should communicate a visual _____ to users that orients them to your site's content.

65. _____ creates smooth transitions from one page to the next.

66. The overall design of a page at any information level should reflect the _____ of the site.

67. The structure of a Web page is imposed by the grid or _____ you choose for your page design.

68. Content presentation can become confused when designers do not use enough _____ white space to separate and define content.

69. Keep your design efforts centered solely on your _____.

70. Knowing your _____ answers almost all design questions.

71. If a page is an article that contains large blocks of text, you should keep paragraphs _____ for online consumption.

72. You should keep your text legible by providing enough _____ between foreground and background colors.

73. When viewing landscape-based displays, such as televisions, the user may scan information following a(n) _____ pattern.

74. You should use text _____ and size to communicate relative importance of information.

75. A standard _____ consistently placed on every page reassures users that they will not get lost and lets them move through the site with flexibility.

76. As a(n) _____ author you have the luxury of adding clickable text and images where necessary to guide users through your information.

77. You should avoid using the meaningless phrase "_____" as the hypertext link.

78. The benefit of a hypertext table of contents is the _____ that shows the users which pages they have visited.

79. A(n) _____ instantly shows the users where they have been and where they have yet to go.

80. For users with assistance devices such as screen readers, a(n) _____ alternate page presentation is desirable.

81. Computer screens use a much _____ resolution than the printed page.

Essay

82. How can you plan for clear presentation of your information on a Web site?

83. What is white space? What is the difference between active and passive white space?

84. What are the concepts that are relied upon when designing Web pages that "guide the user's eye"?

85. How can you harness the power of hypertext linking to create more effective Web pages?

86. Discuss why you would need to design for accessibility in a Web site.

ch02
Answer Section

TRUE/FALSE

1.	ANS: T	PTS: 1	REF: 31
2.	ANS: T	PTS: 1	REF: 32
3.	ANS: F	PTS: 1	REF: 33
4.	ANS: T	PTS: 1	REF: 33
5.	ANS: F	PTS: 1	REF: 34
6.	ANS: T	PTS: 1	REF: 34
7.	ANS: F	PTS: 1	REF: 34
8.	ANS: T	PTS: 1	REF: 35
9.	ANS: F	PTS: 1	REF: 37
10.	ANS: F	PTS: 1	REF: 37
11.	ANS: T	PTS: 1	REF: 39
12.	ANS: F	PTS: 1	REF: 39
13.	ANS: F	PTS: 1	REF: 39
14.	ANS: T	PTS: 1	REF: 39
15.	ANS: F	PTS: 1	REF: 40
16.	ANS: T	PTS: 1	REF: 40
17.	ANS: T	PTS: 1	REF: 43
18.	ANS: F	PTS: 1	REF: 45
19.	ANS: T	PTS: 1	REF: 47
20.	ANS: T	PTS: 1	REF: 49
21.	ANS: F	PTS: 1	REF: 49
22.	ANS: T	PTS: 1	REF: 50
23.	ANS: F	PTS: 1	REF: 50
24.	ANS: F	PTS: 1	REF: 50
25.	ANS: T	PTS: 1	REF: 52
26.	ANS: F	PTS: 1	REF: 52
27.	ANS: T	PTS: 1	REF: 53
28.	ANS: F	PTS: 1	REF: 53
29.	ANS: F	PTS: 1	REF: 53
30.	ANS: T	PTS: 1	REF: 57

MULTIPLE CHOICE

31.	ANS: A	PTS: 1	REF: 31
32.	ANS: C	PTS: 1	REF: 32
33.	ANS: B	PTS: 1	REF: 34
34.	ANS: A	PTS: 1	REF: 34
35.	ANS: C	PTS: 1	REF: 34
36.	ANS: C	PTS: 1	REF: 34
37.	ANS: C	PTS: 1	REF: 35

38. ANS: C PTS: 1 REF: 37
39. ANS: D PTS: 1 REF: 37
40. ANS: A PTS: 1 REF: 39
41. ANS: D PTS: 1 REF: 39
42. ANS: D PTS: 1 REF: 40
43. ANS: A PTS: 1 REF: 40
44. ANS: B PTS: 1 REF: 42
45. ANS: C PTS: 1 REF: 43|44
46. ANS: B PTS: 1 REF: 45|46
47. ANS: C PTS: 1 REF: 45|46
48. ANS: C PTS: 1 REF: 47
49. ANS: D PTS: 1 REF: 49
50. ANS: B PTS: 1 REF: 49
51. ANS: D PTS: 1 REF: 49
52. ANS: B PTS: 1 REF: 50
53. ANS: A PTS: 1 REF: 52
54. ANS: B PTS: 1 REF: 52
55. ANS: C PTS: 1 REF: 53
56. ANS: C PTS: 1 REF: 57
57. ANS: B PTS: 1 REF: 57
58. ANS: C PTS: 1 REF: 57
59. ANS: C PTS: 1 REF: 57
60. ANS: D PTS: 1 REF: 58

COMPLETION

61. ANS: nonlinear

PTS: 1 REF: 31
62. ANS: navigable

PTS: 1 REF: 34
63. ANS: white space

PTS: 1 REF: 35
64. ANS: theme

PTS: 1 REF: 36
65. ANS: Consistency

PTS: 1 REF: 37
66. ANS: identity

PTS: 1 REF: 37
67. ANS: page template

PTS: 1 REF: 39

68. ANS: active

PTS: 1 REF: 40

69. ANS: user

PTS: 1 REF: 41

70. ANS: audience

PTS: 1 REF: 41

71. ANS: short

PTS: 1 REF: 43

72. ANS: contrast

PTS: 1 REF: 44

73. ANS: clockwise

PTS: 1 REF: 47

74. ANS: weight

PTS: 1 REF: 49

75. ANS: navigation bar

PTS: 1 REF: 49

76. ANS: hypertext

PTS: 1 REF: 50

77. ANS: Click Here

PTS: 1 REF: 50

78. ANS: color-coding

PTS: 1 REF: 52

79. ANS: hypertext table of contents

PTS: 1 REF: 52

80. ANS: text-only

PTS: 1 REF: 56

81. ANS: lower

PTS: 1 REF: 57

ESSAY

82. ANS:

The screen's low resolution makes the computer monitor a poor reading medium. The light source coming from behind the text tires the user's eye. Environmental factors such as glare or physical distance from the screen affect the user as well. To counter this, design your information so it is easy to read. Many Web sites fail this criterion by using too many fonts, colors, and lengthy passages of text. Break text into reasonable segments that make for easier on-screen reading. Think about providing contrasting colors that are easy to read and easy on the eye, such as dark colors against a light or white background.

Keep in mind that readers have different habits when reading online. Compared to how they read printed text, they scan more and read less online, skimming long pages quickly as they scroll through the text. Include plenty of headings so users can find content quickly. Control the width of your text to provide complete, easy-to-read columns. Keep the "seven (plus or minus two)" rule of information design in mind; that is, users cannot comprehend more than seven (plus or minus two) steps or segments of information at one time. For example, a well-written procedure would contain no more than nine steps. Rather than presenting long scrolling pages, break information into smaller chunks and link them with hypertext.

PTS: 1 REF: 34|35

83. ANS:
White spaces are the blank areas of a page, regardless of the color you choose to give them. Use white space deliberately in your design, rather than as an afterthought. Good use of white space guides the reader and defines the areas of your page. White space that is used deliberately is called active white space and is an integral part of your design that structures and separates content. Sometimes the strongest part of a design is the active white space. Passive white space includes the blank areas that border the screen or are the result of mismatched shapes.

Content presentation can become confused when designers do not use enough active white space to separate and define content. A lack of active white space creates the impression that a page contains too much information and that it will be difficult to find the piece of information you want. Plenty of active white space reduces clutter and clarifies the organization of your ideas.

PTS: 1 REF: 40

84. ANS:
The user can traverse a page in a variety of ways. Human engineering studies show a wide range of results when tracking a user's eye movements. As you plan your design to guide the user's eye, consider the following two examples of online reading habits. As a function of normal reading habits, the user's eye may move from left to right and back again. In contrast, when viewing landscape-based displays, such as televisions, the user may scan information following a clockwise pattern.

PTS: 1 REF: 47

85. ANS:
Unlike paper-based authors, as a hypertext author you have the luxury of adding clickable text and images where necessary to guide users through your information. This powerful ability comes with a measure of responsibility. You make the decisions that determine how users move through your site and process information. Readers browsing through magazines can flip to any page in any order they desire. You can replicate this nonlinear reading method on your Web site with links that let users move from page to page or section to section. With thoughtful hypertext writing, you can engage readers in a whole new way.

Many sites have separate columns of links and topics, but not enough provide links within the text. This is a powerful hypertext feature that is not used often enough. Weave your links into your prose to offer a variety of paths. Avoid using the meaningless phrase “Click Here” as the hypertext link. Instead provide a helpful textual clue to the destination of the link.

Provide plenty of links to let the user get around quickly. Use links to let the user return to the navigation section of your page, to a site map, or to the main page. Do not make the user scroll through lengthy columns. Provide links that let users jump down the page, jump back to the top of the page, or that show a clear way back to higher levels of your content.

Provide a hypertext table of contents that lets the users pick the exact topic they want to view. The benefit of a hypertext table of contents is the color-coding that shows the users which pages they have visited. By default, links are blue when new; they change to purple after they have been visited. A hypertext table of contents instantly shows the users where they have been and where they have yet to go.

Glossaries and other densely packed documents become much easier to navigate with the addition of hypertext.

PTS: 1 REF: 50|52

86. ANS:
Any large audience for a Web site includes users who want to access your content despite certain physical challenges. Designing for accessibility means developing Web pages that remain accessible despite any physical, sensory, and cognitive disabilities, work constraints, or technological barriers on the part of the user. As Tim Berners-Lee said, “The power of the Web is in its universality. Access by everyone, regardless of disability, is an essential aspect.” Most mainstream Web sites are so heavily image- and media-intensive that they are not suitable for adaptive devices such as screen readers, voice browsers, and Braille translators.

Building more accessible content does not mean that you have to forgo more challenging Web designs. Many of the guidelines necessary for developing accessible content naturally lend themselves to creating good design. Two current sets of guidelines are available to Web designers. The W3C’s Web Accessibility Initiative publishes the Web Content Accessibility Guidelines (WCAG), and will soon release a second version. The U.S. government has its own set of guidelines, as part of the Rehabilitation Act Amendments of 1998, called Section 508. The law requires federal agencies to provide information technology that is accessible both to federal employees and citizens who have disabilities. Both sets of guidelines help you create more accessible Web content, so which should you use? If you are designing a Web site for the federal government, you must follow the 508 guidelines, but for general public Web sites the W3C guidelines will suffice.

PTS: 1 REF: 53