TEST BANK

SHELLY CASHMAN SERIES®

WEB DESIGN
Fourth Edition

INTRODUCTORY
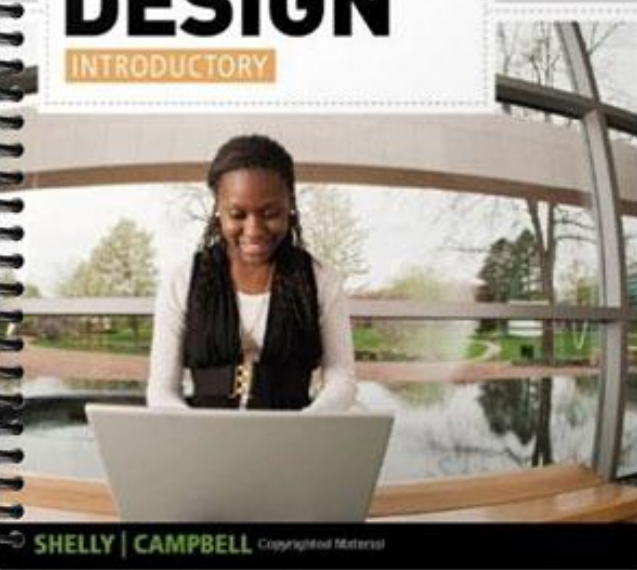
SHELLY | CAMPBELL

MULTIPLE CHOICE

1. The ability to quickly and inexpensively update Web pages is a(n) _____ advantage.
   a. cost
   b. currency
   c. interactivity
   d. delivery

   ANS: B   PTS: 1   REF: 40

2. The Internet and Web technologies that promote data and resource sharing provide the Web's _____ advantage over print publications.
   a. cost
   b. delivery
   c. interactivity
   d. currency

   ANS: C   PTS: 1   REF: 42
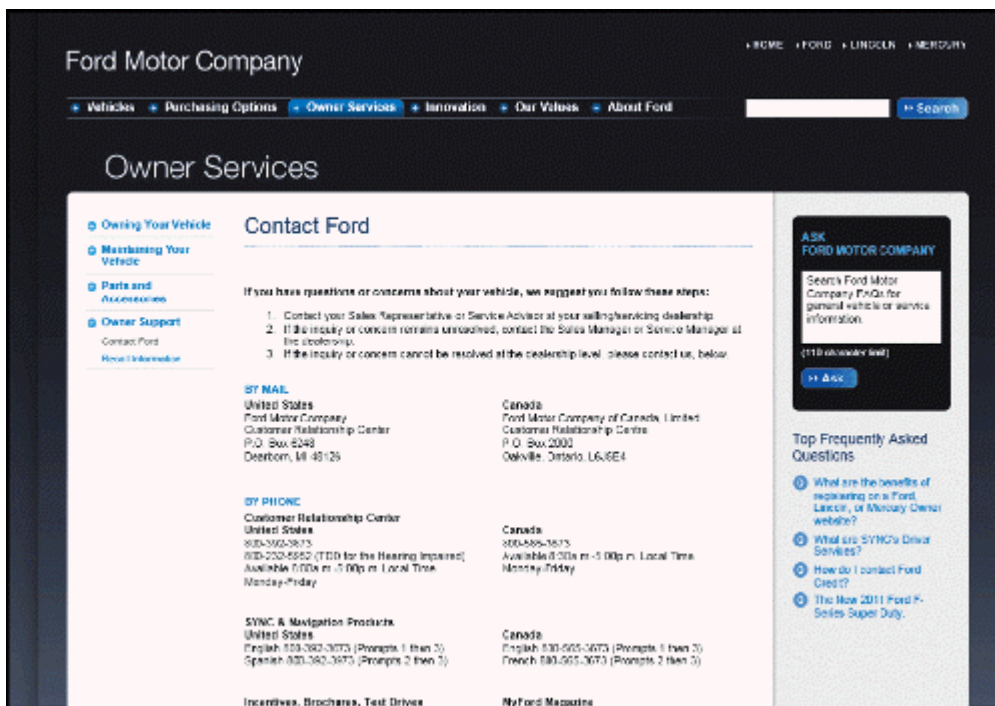
3. A Web site's _____ page, such as the one shown in the accompanying figure, encourages communication between the site and its visitors.
   a. server
   b. home
   c. copyright
   d. contact

   ANS: D   PTS: 1   REF: 42

4. ____, such as those shown in the accompanying figure, have become an increasingly important communication tool for businesses.
   a. Social networks
   b. Chat rooms
   c. Blogs
   d. Search tools

   ANS: C   PTS: 1   REF: 43

5. Which of the following elements provide Web page interactivity?
   a. logo
   b. Web-based form
   c. image
   d. copyright statement

   ANS: B   PTS: 1   REF: 43

6. Which of the following is not used at Web sites to promote interactivity?
   a. Chat
   b. Blogs
   c. Streaming media
   d. User commenting on stories

   ANS: C   PTS: 1   REF: 44

7. The ability to use free downloads for photos, animations, video, and sound clips for use at your site is an example of the Web's ____ advantage.
   a. cost
   b. interactivity
   c. delivery
   d. currency

   ANS: A   PTS: 1   REF: 45

8. The ability to incorporate colorful designs, photographs, and text into Web pages at a cost similar to or less than that for print media is part of the Web's ____ advantage.
   a. interactivity
   b. cost
   c. delivery
   d. none of the above

   ANS: B   PTS: 1   REF: 45

9. Compared with print publishing, Web publishing is ____ cost effective.
   a. less
   b. equally
   c. more
   d. not

   ANS: C   PTS: 1   REF: 45

10. Disseminating information over the Internet and the Web can be significantly faster and less expensive than using print media, thus the Web's ____ advantage.

a. delivery
c. interactivity
b. cost
d. currency

ANS: A   PTS: 1   REF: 45

11. The Art Institute of Chicago home page, as shown in the accompanying figure, illustrates a(n) _____ arrangement of Web elements.
a. asymmetric
c. symmetric
b. aligned
d. static

ANS: C   PTS: 1   REF: 46

12. The Environmental Protection Agency Kids home page, as shown in the accompanying figure, illustrates a(n) _____ arrangement of elements.
a. symmetric
c. asymmetric
b. focused
d. balanced

ANS: C   PTS: 1   REF: 46

13. A mix of elements to stimulate attention is the basic design principle of _____.
a. balance
c. proximity
b. contrast
d. focus

ANS: B   PTS: 1   REF: 47

14. Contrast establishes _____, the center of interest or activity.
a. balance
c. white space
b. proximity
d. a focal point

ANS: D   PTS: 1   REF: 47

15. A Web page needs _____, which is a dominating segment of the page.
a. a focal point
c. contrast
b. white space
d. proximity

ANS: A   PTS: 1   REF: 47

16. Element size and typeface are used on The University of Chicago home page, shown in the accompanying figure, to create _____.
    a. proximity
    b. balance
    c. contrast
    d. none of the above

    ANS: C   PTS: 1   REF: 47

17. All the pages at a Web site must have _____, or a sense of oneness or belonging.
    a. proximity
    b. contrast
    c. symmetry
    d. unity

    ANS: D   PTS: 1   REF: 48

18. The combination of design elements identified with a site and its publisher creates the site's _____.
    a. proximity
    b. visual identity
    c. contrast
    d. symmetry

    ANS: B   PTS: 1   REF: 48

19. The assurance or guarantee that a business or organization offers to its customers is implicit in its _____.
    a. Web site
    b. brand
    c. logo
    d. online form

    ANS: B   PTS: 1   REF: 48

20. Southwest Airlines' "You are now free to move about the country." is an example of a _____.
    a. tag line
    b. logo
    c. Web link
    d. none of the above

    ANS: A   PTS: 1   REF: 48

21. Consistent placement and repetition of elements across all pages at a Web site, as shown in the accompanying figure, helps promote unity and ____.
    a. proximity   c. balance
    b. visual identity   d. contrast

    ANS: B   PTS: 1   REF: 48

22. ____ is the placement of objects in fixed or predetermined positions, rows, or columns.
    a. Proximity   c. Symmetry
    b. Alignment   d. Contrast

    ANS: B   PTS: 1   REF: 49

23. When writing for the Web, be cautious regarding the use of ____.
    a. straightforward language   c. scannable text
    b. contemporary language   d. humor

    ANS: D   PTS: 1   REF: 50

24. Visitors generally ____ Web page text quickly to find useful information.
    a. read   c. scan
    b. study   d. absorb

    ANS: C   PTS: 1   REF: 51

25. Which of the following are generally reliable sources for Web site textual content?
    a. respected subject experts   c. trade journals
    b. professional organizations   d. all of the above

    ANS: D   PTS: 1   REF: 51

26. The classic newswriting style that places a summary first, followed by detail, and then any background information is called the ____.

a. upsidedown pyramid style   c. inverted rectangle style
b. inverted pyramid style   d. inverted circle style

ANS: B   PTS: 1   REF: 52

27. On the color wheel, _____ are considered primary colors.
a. green, blue, and purple   c. red, yellow, and blue
b. yellow, orange, and red   d. green, blue, and purple

ANS: C   PTS: 1   REF: 53

28. On the color wheel, _____ are considered secondary colors.
a. red, yellow, and blue   c. green, blue, and purple
b. orange, green, and purple   d. yellow, orange, and red

ANS: B   PTS: 1   REF: 53

29. The _____ color system uses 16 symbols, the letters A-F and digits 0-9, to signify values.
a. hexadecimal   c. CYMK
b. RGB   d. none of the above

ANS: A   PTS: 1   REF: 53

30. _____ is the quantity of data that can be transmitted in a specific time frame.
a. Transwidth   c. Datawidth
b. Bandwidth   d. Download width

ANS: B   PTS: 1   REF: 55

31. Adding a(n) _____ text description for each image that loads in a Web page in place of turned-off
images helps visitors better understand a page's content.
a. substitute   c. replacement
b. alternative   d. turned-off

ANS: B   PTS: 1   REF: 55

32. _____ is the measure of a monitor's sharpness and clarity, related directly to the number of pixels it can
display.
a. Resolution   c. Size
b. Color depth   d. Focus

ANS: A   PTS: 1   REF: 56

33. _____ techniques use HTML layout tables or CSS to create Web pages that resize as the browser
window resizes.
a. Flowing design   c. Liquid design
b. Wet design   d. None of the above

ANS: C   PTS: 1   REF: 57

34. By downloading and using an image without permission, you could violate the creator's _____, or
ownership right to the image.
a. protected right   c. stated right
b. print right   d. copyright

ANS: D   PTS: 1   REF: 58

35. Which of the following is NOT an example of personally identifiable information (PII)?
   a. credit card number
   b. name
   c. Social Security number
   d. dynamic IP address

   ANS: D   PTS: 1   REF: 60

36. ____ is a process that changes data, encoding it so that it cannot be understood if an unauthorized person attempts to read it.
   a. Decryption
   b. Coding
   c. Encryption
   d. Storing

   ANS: C   PTS: 1   REF: 60

37. ____ are small text files stored on a visitor's hard drive, often without the awareness or approval of the site visitor.
   a. Candies
   b. Cookies
   c. Muffins
   d. Brownies

   ANS: B   PTS: 1   REF: 60

38. Which of the following companies offers Web site privacy and security standards programs?
   a. TRUSTe
   b. Amazon.com
   c. Color Matters
   d. HELPe

   ANS: A   PTS: 1   REF: 61

39. The consortium of government agencies, IT industry representatives, and nonprofit organizations representing people with special needs is the ____.
   a. Web Usability Initiative (WUI)
   b. Web Safety Initiative (WSI)
   c. Web Help Initiative (WHI)
   d. Web Accessibility Initiative (WAI)

   ANS: D   PTS: 1   REF: 61

40. To further Web accessibility by people with special needs, the U.S. Congress instituted ____ of the U.S. Rehabilitation Act.
   a. Section 408
   b. Section 126
   c. Section 509
   d. Section 508

   ANS: D   PTS: 1   REF: 61

MULTIPLE RESPONSE

Modified Multiple Choice

1. Which of the following are advantages Web publishing holds over print publishing?
   a. currency
   b. reduced production costs
   c. rapid, economical delivery
   d. interactivity

   ANS: A, B, C, D   PTS: 1   REF: 40

2. Which of the following elements can be found on a Web-based form?
   a. option button
   b. text box
   c. check box
   d. drop-down list box

   ANS: A, B, C, D   PTS: 1   REF: 43

3. Which of the following elements can be used to create contrast on a Web page?
   a. text styles
   b. color choices
   c. element size
   d. page length

   ANS: A, B, C   PTS: 1   REF: 47

4. Which of the following are controlled by branding specifications applied to an entity's media?
   a. logos
   b. fonts
   c. colors
   d. tag lines

   ANS: A, B, C, D   PTS: 1   REF: 48

5. Which of the following are closely related but separate concepts?
   a. Web accessibility
   b. Web design
   c. Web usability
   d. Web publishing

   ANS: A, C   PTS: 1   REF: 61-62

TRUE/FALSE

1. Although Web sites must be researched, edited, and laid out in ways that are similar to print publications, Web sites can be updated in minutes and the new information is immediately available.

   ANS: T   PTS: 1   REF: 40

2. Many Web sites are updated continually, such as sites published by news organizations.

   ANS: T   PTS: 1   REF: 40

3. Print publishing offers distinct advantages over Web publishing, such as cost and delivery advantages.

   ANS: F   PTS: 1   REF: 40

4. A common characteristic of all Web sites is that they are continually updated with timely content.

   ANS: F   PTS: 1   REF: 41

5. A well-designed Web site should include tools that enable its visitors to engage in interactive, two-way communication with the site's publisher.

   ANS: T   PTS: 1   REF: 42

6. A contact page and Web-based form are both used to promote two-way conversations between site visitors and site publishers.

   ANS: T   PTS: 1   REF: 42 | 43

7. News-oriented sites often promote interactivity by allowing visitors to respond to a topical question on issues currently in the news.

   ANS: T   PTS: 1   REF: 44

8. Compared with print publishing, Web publishing is less cost effective.

ANS: F   PTS: 1   REF: 45

9. In the print environment, finances rarely limit the extent to which you can design publications.

ANS: F   PTS: 1   REF: 45

10. The technological specifications of the Web mean that it does not matter whether your design is a simple one-color text piece or a sophisticated piece with hundreds of colors — the cost to publish on the Web is the same.

ANS: T   PTS: 1   REF: 45

11. You can exploit the Web publishing's delivery advantage by downloading free photos, animations, video, and sound clips for use at your site.

ANS: F   PTS: 1   REF: 45

12. The Web would be a very impractical choice for advertising an upcoming event, such as a health fair.

ANS: F   PTS: 1   REF: 45

13. Too much symmetry might create boring, uninteresting Web pages.

ANS: T   PTS: 1   REF: 46

14. Positioning a caption near an image or an organization's name near its logo are two examples of the basic design principle of contrast.

ANS: F   PTS: 1   REF: 46

15. The empty space on Web pages is always white.

ANS: F   PTS: 1   REF: 46

16. To create a focal point, first determine what element on your Web page is the most important and then use contrast to establish that dominance visually.

ANS: T   PTS: 1   REF: 47

17. A Web page with a light background and white text might draw more attention than one with a dark background and brightly colored text.

ANS: F   PTS: 1   REF: 47

18. You should use balance, proximity, and white space to create effective, organized Web pages.

ANS: T   PTS: 1   REF: 48

19. Few businesses and other large organizations take care to develop and reinforce their own brand over time.

ANS: F   PTS: 1   REF: 48

20. Design elements that promote unity and create a visual identity contribute to branding an entity.

ANS: T   PTS: 1   REF: 48

21. When writing for the Web, use language that is straightforward, contemporary, and geared toward an educated audience.

ANS: T   PTS: 1   REF: 50

22. To keep Web page text succinct, place information that is not crucial, such as historical backgrounds or related topics, on linked subsidiary pages.

ANS: T   PTS: 1   REF: 50

23. When collecting content for your Web site, confirm its accuracy using reliable sources.

ANS: T   PTS: 1   REF: 51

24. Most Web site visitors prefer to read Web pages word for word for useful information.

ANS: F   PTS: 1   REF: 51

25. Web usability involves making Web pages easy to use for people with special needs.

ANS: F   PTS: 1   REF: 61

COMPLETION

1. Washingtonpost.com and USATODAY.com exploit the Web's _____ advantage to provide weather, stock market quotes, and stories about newsworthy events.

ANS: currency

PTS: 1   REF: 40

2. The primary concern of visitors to sites that focus on content that does not change overtime is author credibility and content _____.

ANS: accuracy

PTS: 1   REF: 41

3. The Internet and Web technologies that promote data and resource sharing provide the Web's _____ advantage over print publications.

ANS: interactivity

PTS: 1   REF: 42

4. Companies as diverse as Eastman Kodak and The Clorox Company host _____ that encourage interactivity and communication.

ANS: blogs

PTS: 1   REF: 43

5. Just like a paper form, a(n) _____ form is used to gather information from Web site visitors.

    ANS:
    Web-based
    Web
    online

    PTS: 1   REF: 43

6. After your Web site is published, plan to _____ the site's content for credibility, accuracy, and timeliness on a regular basis.

    ANS:
    review
    update

    PTS: 1   REF: 43

7. Whenever you incorporate multimedia in your Web pages, the pages are generally larger and your site might require more _____.

    ANS: storage space

    PTS: 1   REF: 45

8. From the perspective of design, _____ is the harmonious arrangement of elements.

    ANS: balance

    PTS: 1   REF: 46

9. _____, as applied to Web pages, means that you should place elements that have a relationship close to each other.

    ANS: Proximity

    PTS: 1   REF: 46

10. The empty space surrounding text and images on a Web page is called _____.

    ANS: white space

    PTS: 1   REF: 46

11. Pages that lack _____, such as those that are made up of a solid block of text or a jumble of competing elements, are uninteresting or confusing.

    ANS: contrast

    PTS: 1   REF: 47

12. You can create _____ for using text styles, color choices, element size, and more.

ANS: contrast

PTS: 1   REF: 47

13. Use contrast to stimulate interest and establish a(n) _____ for your Web pages.

ANS: focal point

PTS: 1   REF: 47

14. An entity's _____ is continually promoted by the consistent application of color, images, and text applied to all of the entity's media.

ANS: brand

PTS: 1   REF: 48

15. A company's brand is continuously promoted by the consistent application of _____ for color, images, and text applied to all of the entity's media.

ANS: branding specifications

PTS: 1   REF: 48

16. You can generate a sense of unity, maintain _____, and promote your brand at your Web site by using consistent alignment, branding elements, and a common color scheme across all pages at the site.

ANS: visual identity

PTS: 1   REF: 49

17. When writing for the Web, avoid overly promotional _____ that might not appeal to visitors and avoid the use of industry jargon or slang.

ANS: language

PTS: 1   REF: 50

18. Web page text that is broken into small sections with headings, subheadings, and bulleted lists that adequately but concisely cover the topic is called _____ text..

ANS: chunked

PTS: 1   REF: 51

19. _____ can be a powerful design tool for creating attractive, effective Web sites.

ANS: Color

PTS: 1   REF: 53

20. _____ issues involve designing Web sites to ensure that they can be used by people with various types of special needs, such as lost or impaired vision.

ANS: Web accessibility

PTS: 1   REF: 61

MODIFIED TRUE/FALSE

1. Newsworthy events in our rapidly changing world often swiftly unfold, causing daily newspapers or weekly news magazines to very quickly lose their <u>interactivity</u>.

   _____

   ANS: F, currency

   PTS: 1   REF: 40

2. <u>Blogs</u> have become an increasingly important internal and external tool for promoting interactivity and communication between companies and their vendors.

   _____

   ANS: T   PTS: 1   REF: 43

3. <u>Unity</u>, or closeness, is strongly associated with balance.

   _____

   ANS: F, Proximity

   PTS: 1   REF: 46

4. Focusing on <u>unity</u> will ensure that your Web pages have a consistent, structured presentation.

   _____

   ANS: F, alignment

   PTS: 1   REF: 49

5. To restore the usability of encrypted data, users apply <u>socket</u> techniques, which remove the encryption and return data to its original format.

   _____

   ANS: F, decryption

   PTS: 1   REF: 60

MATCHING

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

a. currency advantage
b. color depth
c. Secure Sockets Layer (SSL)
d. delivery advantage
e. pixel

f. tag line
g. alignment
h. privacy policy statement
i. warm colors
j. cool colors

1. A concise statement that a consumer readily associates with a business, organization, or product
2. The actual number of colors that a monitor displays
3. Explains how any information submitted by a visitor gathered automatically through server logs and cookies is used
4. Quickly and inexpensively distributing information
5. Yellow, orange, and red
6. Protocol that safeguards and encrypts confidential information as it travels over the Internet
7. A consistent, structured presentation of Web page elements
8. A single point in an electronic image
9. Updating Web pages quickly and inexpensively
10. Green, blue, and purple

1. ANS: F   PTS: 1   REF: 48
2. ANS: B   PTS: 1   REF: 53
3. ANS: H   PTS: 1   REF: 60
4. ANS: D   PTS: 1   REF: 45
5. ANS: I   PTS: 1   REF: 53
6. ANS: C   PTS: 1   REF: 60
7. ANS: G   PTS: 1   REF: 49
8. ANS: E   PTS: 1   REF: 56
9. ANS: A   PTS: 1   REF: 40
10. ANS: J   PTS: 1   REF: 53

ESSAY

1. Explain what a Web-based form is, how companies use them, and how users use them.

ANS:
A Web-based form is a popular communication tool. Just like a paper form, companies use Web-based forms to gather information from Web site visitors. Visitors complete forms to order products quickly and easily, participate in surveys, sign up for newsletters, request sales or customer support, register for events, or return products. Common Web-based form elements include text boxes, check boxes, option buttons, drop-down list boxes, and a Submit or Send button. To use a Web-based form, a visitor simply types information, clicks a check box, selects an option button, or selects an item from a drop-down list and then clicks the Send or Submit button to send the information to the site.

PTS: 1   REF: 43   TOP: Critical Thinking

2. Explain the purpose of white space in design. How do you create it? Is it always white?

ANS:

The empty space surrounding text and images is called white space in design. White space can define proximity and help organize Web page elements, eliminate clutter, and make content more readable. You can create white space by adding line breaks, paragraph returns, paragraph indents, and space around tables and images. White space is not always white; the empty space on a Web page is filled with the page's background color, which may be any color, including white.

PTS: 1 REF: 46-47 TOP: Critical Thinking

3. Define chunked text and explain the importance of writing scannable text for Web pages.

ANS:
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. If you consider the same information presented as dense paragraph text and then as chunked text, the chunked text is much easier to scan.

PTS: 1 REF: 51 TOP: Critical Thinking

CASE

Critical Thinking Questions
Case 2-1

You work on an internal Web development team for a large company that makes parts for several major auto manufacturers. Both the accounting department and the sales department have been charged with creating a departmental Web site, including a home page, to be hosted on the company intranet.

1. Ned, the accounting manager, asks for your help in planning the accounting department's home page. He wants the page to suggest a conservative and safe atmosphere appropriate for the department's site content. You explain that to achieve the atmosphere he wants, he should plan a(n) _____ arrangement of home page elements.

| a. balanced | c. symmetric |
| b. asymmetric | d. contrasting |

ANS:
C

PTS: 1 REF: 46 TOP: Critical Thinking

2. Dot, the sales manager, wants the sales department's home page to be fun, exciting, and energetic to stimulate interest by the sales department staff and the outside sales representatives. You explain that to create this type of atmosphere, she should plan to arrange the home page elements _____.

| a. asymmetrically | c. symmetrically |
| b. in proximity | d. between lots of white space |

ANS:
A

PTS: 1   REF: 46   TOP: Critical Thinking

Critical Thinking Questions
Case 2-2

You are a professional Web designer and today is your first meeting with a potential new client, Alfred Jones. Mr. Jones is the president of a company that manufactures products under contract for the U.S. government.

3. During the meeting, Mr. Jones asks how you can ensure that your Web site and page design accurately reflect his business's purpose and reputation. You tell Mr. Jones that ____.

a. he does not need to worry; you have created hundreds of Web pages and you know what is best for his site	c. you will check with competitors' Web sites and make certain that the client's site is just like his competitors' sites
b. your design will follow the client's branding specifications regarding color, images, and text in order to maintain the site's visual identity with the client's business purpose and reputation	d. you will add lots of color and several images to make the site interesting and exciting

ANS:
B

PTS: 1   REF: 48   TOP: Critical Thinking

4. Mr. Jones asks you to explain how you will follow U.S. government agency requirements for accessibility in your site design. You assure him that you will ____.

a. use liquid design techniques to avoid many browser resolution issues	c. follow the WAI and Section 508 guidelines
b. post to the site the copyright and disclaimer of liability notices prepared by his legal department	d. keep Web usability uppermost in mind when you develop the site's pages

ANS:
C

PTS: 1   REF: 61   TOP: Critical Thinking