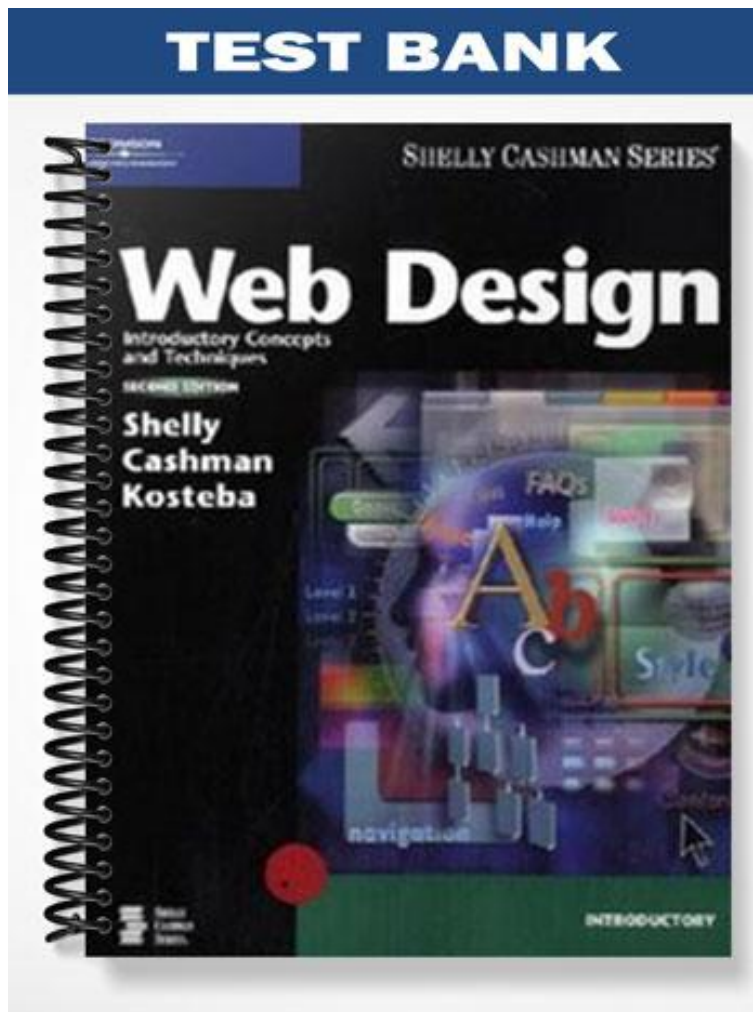


# TEST BANK



## ch02

### Multiple Choice

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

- \_\_\_ 1. Which of the following is NOT an advantage of Web publishing over print?
- a. currency
  - b. connectivity
  - c. reduced production costs
  - d. none of the above

The screenshot shows a web browser window titled "Join RTV - Microsoft Internet Explorer". The address bar contains "http://www.rewerdtv.com/join.do". The main content area is titled "CREATE YOUR PROFILE" and includes a privacy notice: "PLEASE NOTE! WE RESPECT YOUR PRIVACY". The form is divided into two columns. The left column contains input fields for "Email Address" (with a sample "e.g. johndoe@aol.com"), "Confirm Email Address", "Screen Name", "Password" (with a note "5-15 letters or numbers, case sensitive"), "Confirm Password", "Secret Question" (with a dropdown menu showing "What is your pet's name?"), and "Secret Answer". The right column contains five questions with dropdown menus for answers. Question 1: "How many times have you been to the movies at a theater within the past 2 months?". Question 2: "How many times have you been to the movies at a theater within the past 12 months?". Question 3: "About how often do you see movies during the first week or 10 days after they open?". The dropdown menu for Question 3 is open, showing options: "--", "Very Often", "Often", "Occasionally", "Rarely", and "Never". Question 5: "How many DVDs have you purchased in the last 6 months?". The browser's status bar shows "Done" and "Internet". The Windows taskbar at the bottom shows the Start button, the browser window title "Join RTV - Microsoft I...", and the system clock "8:15 AM".

- \_\_\_ 2. A popular method to encourage visitor interactivity is via \_\_\_\_\_ like the one shown in the accompanying figure.
- a. spam
  - b. splash screens
  - c. forms
  - d. indexes
- \_\_\_ 3. After completing a form, a visitor needs only to click the \_\_\_\_\_ button to send information to you.
- a. Submit
  - b. Enter
  - c. Send
  - d. User
- \_\_\_ 4. A Web site host may limit a Web site to 5 \_\_\_\_\_ for a flat monthly fee.
- a. KB
  - b. B
  - c. TB
  - d. MB
- \_\_\_ 5. Arrange Web elements such as photographs, illustrations, and text \_\_\_\_\_ on a Web page to suggest a conservative, safe, and peaceful atmosphere.
- a. diametrically
  - b. symmetrically
  - c. asymmetrically
  - d. diagonally

- \_\_\_\_\_ 6. \_\_\_\_\_ visually connects elements that have a logical relationship, making your Web pages more organized.
- a. Symmetry
  - b. White space
  - c. Proximity
  - d. Contrast
- \_\_\_\_\_ 7. \_\_\_\_\_ is strongly associated with balance.
- a. Focus
  - b. White space
  - c. Proximity
  - d. Contrast
- \_\_\_\_\_ 8. You can achieve \_\_\_\_\_ — which is a mix of elements to stimulate attention — by means of text styles, color choices, size of elements, and more.
- a. contrast
  - b. focus
  - c. balance
  - d. proximity
- \_\_\_\_\_ 9. Visual \_\_\_\_\_ must be constant, not only throughout a Web site, but also with print publications.
- a. contrast
  - b. identity
  - c. focus
  - d. balance
- \_\_\_\_\_ 10. An example of a \_\_\_\_\_ is Southwest Airline’s “You are now free to move about the country.”
- a. purpose statement
  - b. unifier
  - c. brand
  - d. tag line
- \_\_\_\_\_ 11. The \_\_\_\_\_ style places the conclusion first, followed by details and any background information.
- a. contextual
  - b. inverted pyramid
  - c. clustered
  - d. body/lead
- \_\_\_\_\_ 12. Most visitors to a Web page prefer reading text presented in \_\_\_\_\_ format.
- a. clustered
  - b. inverted
  - c. paragraph
  - d. chunked
- \_\_\_\_\_ 13. Color is projected from monitors using a(n) \_\_\_\_\_ system.
- a. RGB
  - b. browser
  - c. hexadecimal
  - d. dithering
- \_\_\_\_\_ 14. In an RGB system, the light from each channel can be emitted in various \_\_\_\_\_.
- a. dithers
  - b. protocols
  - c. codes
  - d. values
- \_\_\_\_\_ 15. Browsers on both PCs and Macs share \_\_\_\_\_ colors.
- a. 96
  - b. 180
  - c. 216
  - d. 256
- \_\_\_\_\_ 16. The colors common to both PCs and Macs are referred to as a(n) \_\_\_\_\_ palette.
- a. Web-safe
  - b. hexadecimal
  - c. non-dithered
  - d. RGB
- \_\_\_\_\_ 17. If your graphics include colors in addition to those in the Web-safe palette, the browser will \_\_\_\_\_ colors within its 216 choices that resemble the proposed color.
- a. mask
  - b. evaluate
  - c. reflect
  - d. dither
- \_\_\_\_\_ 18. \_\_\_\_\_ is the quantity of data that can be transmitted in a specific time frame.
- a. Resolution
  - b. Proximity
  - c. Pixelation
  - d. Bandwidth
- \_\_\_\_\_ 19. A(n) \_\_\_\_\_ is a miniature version of a graphic that links to a larger photo.
- a. thumbnail
  - b. protocol
  - c. domain
  - d. index
- \_\_\_\_\_ 20. The \_\_\_\_\_ tag provides a description of a graphic when the graphic is not visible to visitors who have graphics turned off.
- a. ALT
  - c. WHAT

- \_\_\_\_\_ 21. \_\_\_\_\_ is the measure of a monitor's sharpness and clarity, related directly to the number of pixels it can display.
- |               |             |
|---------------|-------------|
| a. Resolution | c. Contrast |
| b. Bandwidth  | d. Focus    |
- \_\_\_\_\_ 22. Fixed width tables define width with \_\_\_\_\_.
- |           |                |
|-----------|----------------|
| a. icons  | c. pixels      |
| b. points | d. millimeters |
- \_\_\_\_\_ 23. \_\_\_\_\_ is a process that changes data so that it cannot be understood should someone unauthorized try to access it.
- |                   |              |
|-------------------|--------------|
| a. Encryption     | c. Copyright |
| b. Classification | d. WAI       |
- \_\_\_\_\_ 24. Netscape created the \_\_\_\_\_ protocol to help safeguard confidential information transmitted on the Web.
- |         |        |
|---------|--------|
| a. WAI  | c. SSL |
| b. VRML | d. P3P |
- \_\_\_\_\_ 25. URLs for Web pages requiring SSL begin with \_\_\_\_\_.
- |          |          |
|----------|----------|
| a. https | c. shttp |
| b. http  | d. https |

**True/False**

*Indicate whether the statement is true or false.*

- \_\_\_\_\_ 26. Compared with the Web, timely content can be delivered more efficiently and economically via print publishing.
- \_\_\_\_\_ 27. Web publishing offers distinct advantages over print.
- \_\_\_\_\_ 28. 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.
- \_\_\_\_\_ 29. Forms must be created using a WYSIWYG editor.
- \_\_\_\_\_ 30. Forms frequently are utilized to order products quickly and easily, to conduct surveys, and to register for events.
- \_\_\_\_\_ 31. You should plan to provide accurate, current content once your Web site is up and running.
- \_\_\_\_\_ 32. A simple way to ask your visitors questions and get information is to place an e-mail link to you on your Web site.
- \_\_\_\_\_ 33. Distributing information via print instead of the Web can be significantly faster and less expensive.
- \_\_\_\_\_ 34. When you incorporate multimedia, you must consider file size, space limitations, and load time.
- \_\_\_\_\_ 35. It is important to add as much symmetry as possible to your Web site.
- \_\_\_\_\_ 36. Successful print and Web publications convey a powerful message and leave a distinct impression.
- \_\_\_\_\_ 37. Elements positioned symmetrically generate excitement and energy.
- \_\_\_\_\_ 38. The content and purpose of your Web site should determine the mood.
- \_\_\_\_\_ 39. You can create proximity by adding line breaks, paragraph returns, paragraph indents, and space around tables and images.

- \_\_\_ 40. You can establish focus on your Web site with consistency and repetition.
- \_\_\_ 41. The horizontal alignment of elements on a form can make the Web page look organized and structured.
- \_\_\_ 42. Mixing the alignment of elements adds a consistent look and feel to Web pages.
- \_\_\_ 43. Choose one method of alignment and use it regularly to ensure your Web pages have a common, structured look.
- \_\_\_ 44. It is useful to underline important textual items on a Web page (e.g., headings, subheads, and lists).
- \_\_\_ 45. When collecting content for your Web site, confirm its accuracy with reliable sources.
- \_\_\_ 46. Typographical and spelling errors can embarrass you and challenge your Web site's credibility.
- \_\_\_ 47. You should proofread your content and then ask at least one other person to review it before you convert the text into a Web page.
- \_\_\_ 48. If you colorize textual content, make sure the colors do not suggest a hyperlink.
- \_\_\_ 49. Use headings, subheads, bulleted lists, and highlighted sections sparingly.
- \_\_\_ 50. Begin each paragraph with a topic sentence that summarizes the general idea of the whole paragraph.
- \_\_\_ 51. Do not set type in all uppercase.
- \_\_\_ 52. The recommended size for body type is 12 points.
- \_\_\_ 53. Writing your Web content in inverted pyramid style quickly increases your visitors' understanding of your Web site's purpose and message.
- \_\_\_ 54. On monitors, reading short blocks of text set in serif type is easier to read than sans serif type.
- \_\_\_ 55. Warm colors tend to be associated with activity and power.
- \_\_\_ 56. Cool colors suggest control and energy.
- \_\_\_ 57. A combination of complementary colors creates a minimal amount of contrast.
- \_\_\_ 58. An RGB system can produce 256 possible colors.
- \_\_\_ 59. 24-bit color monitors are limited to the Web-safe palette.
- \_\_\_ 60. The effects of dithering are limited to photographs.
- \_\_\_ 61. Many current WYSIWYG editors or graphics and illustration programs offer Web-safe palettes.
- \_\_\_ 62. Expressing RGB color values in hexadecimal is the most accurate means to specify color in HTML.
- \_\_\_ 63. Even if you are using a WYSIWYG editor with a Web-safe palette, it is important to understand the hexadecimal system in detail.
- \_\_\_ 64. Lynx is an example of a non-graphical browser.
- \_\_\_ 65. Some visitors may choose to turn graphics off when using a graphical display browser, so they can avoid the load time for graphics.
- \_\_\_ 66. A WYSIWYG editor will allow you to provide a description of a graphic for visitors who have graphics turned off.
- \_\_\_ 67. At higher resolutions, the number of pixels increases as their size increases.
- \_\_\_ 68. 1280 x 1024 and 800 x 600 are common focal settings that can be chosen in the Control Panel.

- \_\_\_ 69. If you design Web pages to be viewed at higher resolutions, a user viewing the Web pages at 800 x 600 is forced to scroll to see the entire Web page.
- \_\_\_ 70. Bandwidth settings represent the total number of pixels displayed on the screen.
- \_\_\_ 71. E-commerce sites use resolution to provide security for transmission of personal or confidential information and for credit card transactions.
- \_\_\_ 72. Elements on a Web site belong to their creator even if no copyright notice exists on the site.
- \_\_\_ 73. The WAI is encouraging accessibility through technology, guidelines, and research.
- \_\_\_ 74. Because the Web is a highly visual environment, people with special visual needs, such as lost or impaired vision and color blindness, encounter access problems.
- \_\_\_ 75. The W3C Web site can answer many of your questions regarding accessibility.

### **Completion**

*Complete each statement.*

- 76. Make sure your e-mail is personal and targeted to your recipients' needs and interests so they will not regard it as \_\_\_\_\_, or junk e-mail.
- 77. Common \_\_\_\_\_ elements include text boxes, check boxes, option buttons, and drop-down list boxes.
- 78. \_\_\_\_\_ are structured Web documents in which information can be typed or options selected.
- 79. To create an intense, energetic mood, position your Web elements \_\_\_\_\_, or off balance.
- 80. \_\_\_\_\_ space, the empty space around text and graphics, can define proximity and help organize Web page elements, eliminate clutter, and make content more readable.
- 81. \_\_\_\_\_ is a mix of elements to stimulate attention.
- 82. Contrast establishes \_\_\_\_\_, the center of interest or activity.
- 83. A Web page needs a(n) \_\_\_\_\_ point, which is a dominating segment of the Web page.
- 84. Web pages and Web sites need \_\_\_\_\_, or a sense of oneness or belonging, to create and maintain a visual identity.
- 85. A general definition is that \_\_\_\_\_ is the assurance or guarantee that a business or organization offers to its customers.
- 86. A(n) \_\_\_\_\_ is a concise statement that a consumer readily associates with a business, organization, or product.
- 87. Visual \_\_\_\_\_ can further a company's or organization's brand.
- 88. \_\_\_\_\_ is the arrangement of objects in fixed or predetermined positions, rows, or columns.
- 89. Members of the Web audience often \_\_\_\_\_ Web pages quickly rather than taking the time to read every word.
- 90. \_\_\_\_\_ is the default color for an active link.
- 91. The default color for a visited link is \_\_\_\_\_.

92. As a general rule for short blocks of text, subheads, headings, and lists, use \_\_\_\_\_ type.
93. The characters of \_\_\_\_\_ type have short lines or ornaments that project from the primary stroke of a character.
94. \_\_\_\_\_ type is a geometric, straightforward looking type, having no serifs on its characters.
95. So that visitors quickly will understand the general idea behind the content on a Web page, write your copy in a(n) \_\_\_\_\_ pyramid style.
96. The summary or the conclusion of a story written in the inverted pyramid style is called the \_\_\_\_\_.
97. The details of a story written in the inverted pyramid style are called the \_\_\_\_\_.
98. The basis of the color wheel is the \_\_\_\_\_ colors — red, yellow, and blue.
99. The \_\_\_\_\_ colors — orange, green, and violet — are the result of combining two primary colors.
100. A(n) \_\_\_\_\_ is the smallest unit of data a computer can store.



101. \_\_\_\_\_ can cause the colors of illustrations to appear spotty and uneven, as shown in the accompanying figure.
102. A color's \_\_\_\_\_ code is the equivalent of the color's RGB values.
103. The \_\_\_\_\_ system utilizes 16 symbols, the letters A-F, and digits 0-9 to signify values.
104. Navigator and Explorer are \_\_\_\_\_ display browsers, which, along with text, can display graphics such as photographs, clip art, and animations.
105. A(n) \_\_\_\_\_, short for picture element, is a single point in an electronic image.
106. By using images without permission, you could violate the creator's \_\_\_\_\_.

107. Including a(n) \_\_\_\_\_ statement that typically explains how any information submitted will be used is one way to ease the concerns of your Web site visitors.
108. Through \_\_\_\_\_, encrypted information becomes understandable.
109. SSL stands for \_\_\_\_\_.
110. The W3C supports advancing Web usability for individuals with special needs; to this end, the \_\_\_\_\_ was created.



## ch02

### Answer Section

#### MULTIPLE CHOICE

1.	ANS: D	PTS: 1	REF: 40
2.	ANS: C	PTS: 1	REF: 41
3.	ANS: A	PTS: 1	REF: 41
4.	ANS: D	PTS: 1	REF: 43
5.	ANS: B	PTS: 1	REF: 44
6.	ANS: C	PTS: 1	REF: 45
7.	ANS: C	PTS: 1	REF: 45
8.	ANS: A	PTS: 1	REF: 46
9.	ANS: B	PTS: 1	REF: 47
10.	ANS: D	PTS: 1	REF: 47
11.	ANS: B	PTS: 1	REF: 53
12.	ANS: D	PTS: 1	REF: 55
13.	ANS: A	PTS: 1	REF: 57
14.	ANS: D	PTS: 1	REF: 57
15.	ANS: C	PTS: 1	REF: 57
16.	ANS: A	PTS: 1	REF: 57
17.	ANS: D	PTS: 1	REF: 57
18.	ANS: D	PTS: 1	REF: 58
19.	ANS: A	PTS: 1	REF: 58
20.	ANS: A	PTS: 1	REF: 59
21.	ANS: A	PTS: 1	REF: 60
22.	ANS: C	PTS: 1	REF: 60
23.	ANS: A	PTS: 1	REF: 61
24.	ANS: C	PTS: 1	REF: 62
25.	ANS: D	PTS: 1	REF: 62

#### TRUE/FALSE

26.	ANS: F	PTS: 1	REF: 40
27.	ANS: T	PTS: 1	REF: 40
28.	ANS: T	PTS: 1	REF: 41
29.	ANS: F	PTS: 1	REF: 41
30.	ANS: T	PTS: 1	REF: 41
31.	ANS: T	PTS: 1	REF: 41
32.	ANS: T	PTS: 1	REF: 41
33.	ANS: F	PTS: 1	REF: 43
34.	ANS: T	PTS: 1	REF: 43
35.	ANS: F	PTS: 1	REF: 44
36.	ANS: T	PTS: 1	REF: 44
37.	ANS: F	PTS: 1	REF: 44

38.	ANS: T	PTS: 1	REF: 44
39.	ANS: F	PTS: 1	REF: 45
40.	ANS: F	PTS: 1	REF: 46
41.	ANS: T	PTS: 1	REF: 49
42.	ANS: F	PTS: 1	REF: 49
43.	ANS: T	PTS: 1	REF: 49
44.	ANS: F	PTS: 1	REF: 51
45.	ANS: T	PTS: 1	REF: 51
46.	ANS: T	PTS: 1	REF: 51
47.	ANS: T	PTS: 1	REF: 51
48.	ANS: T	PTS: 1	REF: 51
49.	ANS: F	PTS: 1	REF: 51
50.	ANS: T	PTS: 1	REF: 51
51.	ANS: T	PTS: 1	REF: 52
52.	ANS: T	PTS: 1	REF: 52
53.	ANS: T	PTS: 1	REF: 53
54.	ANS: F	PTS: 1	REF: 53
55.	ANS: T	PTS: 1	REF: 56
56.	ANS: F	PTS: 1	REF: 56
57.	ANS: F	PTS: 1	REF: 56
58.	ANS: F	PTS: 1	REF: 57
59.	ANS: F	PTS: 1	REF: 57
60.	ANS: F	PTS: 1	REF: 57
61.	ANS: T	PTS: 1	REF: 57
62.	ANS: T	PTS: 1	REF: 58
63.	ANS: F	PTS: 1	REF: 58
64.	ANS: T	PTS: 1	REF: 59
65.	ANS: T	PTS: 1	REF: 59
66.	ANS: T	PTS: 1	REF: 59
67.	ANS: F	PTS: 1	REF: 60
68.	ANS: F	PTS: 1	REF: 60
69.	ANS: T	PTS: 1	REF: 60
70.	ANS: F	PTS: 1	REF: 60
71.	ANS: F	PTS: 1	REF: 61
72.	ANS: T	PTS: 1	REF: 61
73.	ANS: T	PTS: 1	REF: 62
74.	ANS: T	PTS: 1	REF: 63
75.	ANS: T	PTS: 1	REF: 63

## COMPLETION

76.	ANS: spam		
	PTS: 1	REF: 41	
77.	ANS: form		
	PTS: 1	REF: 41	

78. ANS: Forms  
PTS: 1 REF: 41
79. ANS: asymmetrically  
PTS: 1 REF: 44
80. ANS: White  
PTS: 1 REF: 45
81. ANS: Contrast  
PTS: 1 REF: 46
82. ANS: focus  
PTS: 1 REF: 46
83. ANS: focal  
PTS: 1 REF: 46
84. ANS: unity  
PTS: 1 REF: 47
85. ANS: brand  
PTS: 1 REF: 47
86. ANS: tag line  
PTS: 1 REF: 47
87. ANS: consistency  
PTS: 1 REF: 47
88. ANS: Alignment  
PTS: 1 REF: 49
89. ANS: scan  
PTS: 1 REF: 51
90. ANS: Blue  
PTS: 1 REF: 51
91. ANS: purple  
PTS: 1 REF: 51
92. ANS: sans serif  
PTS: 1 REF: 52
93. ANS: serif  
PTS: 1 REF: 52
94. ANS: Sans serif  
PTS: 1 REF: 52

- PTS: 1 REF: 52  
95. ANS: inverted
- PTS: 1 REF: 53  
96. ANS: lead
- PTS: 1 REF: 53  
97. ANS: body
- PTS: 1 REF: 53  
98. ANS: primary
- PTS: 1 REF: 56  
99. ANS: secondary
- PTS: 1 REF: 56  
100. ANS: bit
- PTS: 1 REF: 57  
101. ANS: Dithering
- PTS: 1 REF: 57  
102. ANS: hexadecimal
- PTS: 1 REF: 58  
103. ANS: hexadecimal
- PTS: 1 REF: 58  
104. ANS: graphical
- PTS: 1 REF: 59  
105. ANS: pixel
- PTS: 1 REF: 60  
106. ANS: copyright
- PTS: 1 REF: 61  
107. ANS: privacy
- PTS: 1 REF: 61  
108. ANS: decryption
- PTS: 1 REF: 61  
109. ANS: Secure Sockets Layer
- PTS: 1 REF: 62  
110. ANS:  
WAI

Web Accessibility Initiative

PTS: 1

REF: 62