Name: _____ Class: _____ Date: _____

Chapter 2: Web Publishing Fundamentals

1. The ability to quickly and inexpensively update webpages is a(n) _____ advantage.

    a. cost   b. currency

    c. interactivity   d. delivery

ANSWER: b

POINTS: 1

REFERENCES: 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

ANSWER: c

POINTS: 1

REFERENCES: 42

3. A website's _____ page encourages communication between the website and its visitors.

    a. server   b. home

    c. copyright   d. contact

ANSWER: d

POINTS: 1

REFERENCES: 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

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      c. Blogs   d. Search tools

ANSWER: c

POINTS: 1

REFERENCES: 43

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

ANSWER: b

POINTS: 1

REFERENCES: 44

6. Which of the following is not used at websites to promote interactivity?
      a. chat   b. blogs
      c. streaming media   d. web-based forms

ANSWER: c

POINTS: 1

REFERENCES: 44

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

ANSWER: a

POINTS: 1

REFERENCES: 45

8. The ability to incorporate colorful designs, photographs, and text into webpages 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

ANSWER: b

POINTS: 1

REFERENCES: 45

9. Compared with print publishing, updating web content is _____ cost effective.
      a. less   b. equally
      c. more   d. not

ANSWER: c

POINTS: 1

REFERENCES: 45-46

10. In a(n) _____ arrangement of web elements, the elements appear centered or even, suggesting a conservative, safe, and peaceful atmosphere.

Chapter 2: Web Publishing Fundamentals

    a. asymmetric   b. aligned

    c. symmetric   d. static

ANSWER: c

POINTS: 1

REFERENCES: 46

11. In a(n) _____ arrangement of web elements, the elements are off balance, creating an energetic mood.

    a. symmetric   b. focused

    c. asymmetric   d. balanced

ANSWER: c

POINTS: 1

REFERENCES: 46

12. A mix of elements to stimulate attention is the basic design principle of _____.

    a. balance   b. contrast

    c. proximity   d. focus

ANSWER: b

POINTS: 1

REFERENCES: 48

13. Contrast establishes _____, the center of interest or activity.

    a. balance   b. proximity

    c. white space   d. a focal point

ANSWER: d

POINTS: 1

REFERENCES: 48

14. A webpage needs _____, which is a dominating segment of the page.

    a. a focal point   b. white space

    c. contrast   d. proximity

ANSWER: a

POINTS: 1

REFERENCES: 48

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

    a. proximity   b. balance

    c. contrast   d. resolution

ANSWER: c

POINTS: 1

REFERENCES: 48

16. All the pages at a website must have _____, or a sense of oneness or belonging.

Chapter 2: Web Publishing Fundamentals

    a. proximity   b. contrast

    c. symmetry   d. unity

ANSWER: d

POINTS: 1

REFERENCES: 49

17. The combination of design elements identified with a website and its publisher creates the website's _____.

    a. proximity   b. visual identity

    c. contrast   d. symmetry

ANSWER: b

POINTS: 1

REFERENCES: 49

18. The assurance or guarantee that a business or organization offers to its customers is implicit in its _____.

    a. website   b. brand

    c. logo   d. online form

ANSWER: b

POINTS: 1

REFERENCES: 49

19. Southwest Airlines' "You are now free to move about the country." is an example of a _____.

    a. tag line   b. logo

    c. link   d. virtual commitment

ANSWER: a

POINTS: 1

REFERENCES: 49

20. Consistent placement and repetition of elements across all pages at a website helps promote unity and _____.

    a. proximity   b. visual identity

    c. balance   d. contrast

ANSWER: b

POINTS: 1

REFERENCES: 49

21. _____ is the placement of objects in fixed or predetermined positions, rows, or columns.

    a. Proximity   b. Alignment

    c. Symmetry   d. Contrast

ANSWER: b

POINTS: 1

REFERENCES: 50

22. When writing for the web, be cautious regarding the use of _____.

    a. straightforward language   b. contemporary language

    c. scannable text   d. humor

ANSWER: d

POINTS: 1

REFERENCES: 50

23. Website visitors generally _____ webpage text quickly to find useful information.
    a. read   b. study
    c. scan   d. absorb

ANSWER: c

POINTS: 1

REFERENCES: 51

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

ANSWER: d

POINTS: 1

REFERENCES: 51

25. The classic newswriting style that places a summary first, followed by detail, and then any background information is called the _____.
    a. upside-down pyramid style   b. inverted pyramid style
    c. inverted rectangle style   d. inverted circle style

ANSWER: b

POINTS: 1

REFERENCES: 52

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

ANSWER: c

POINTS: 1

REFERENCES: 53

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

ANSWER: b

POINTS: 1

REFERENCES: 53

28. The _____ color system uses 16 symbols, the letters A-F and digits 0-9, to signify values.
    a. hexadecimal   b. RGB

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    c. CYMK   d. TIFF

ANSWER: a

POINTS: 1

REFERENCES: 54

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

ANSWER: b

POINTS: 1

REFERENCES: 56

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

ANSWER: b

POINTS: 1

REFERENCES: 57

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

ANSWER: a

POINTS: 1

REFERENCES: 57

32. _____ enables the user to change the angle of a rectangular screen in order to change the screen orientation from landscape or portrait.
    a. Flowing design   b. Wet design
    c. Liquid design   d. Auto-rotate

ANSWER: d

POINTS: 1

REFERENCES: 57

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

ANSWER: d

POINTS: 1

REFERENCES: 59

34. Which of the following is NOT an example of personally identifiable information (PII)?

Chapter 2: Web Publishing Fundamentals

a. credit card number   b. name
c. Social Security number d. dynamic IP address
ANSWER: d
POINTS: 1
REFERENCES: 60

35. _____ 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
ANSWER: c
POINTS: 1
REFERENCES: 60

36. _____ are small text files stored on a visitor's hard drive, often without the awareness or approval of the website visitor.
a. Candies b. Cookies
c. Muffins d. Brownies
ANSWER: b
POINTS: 1
REFERENCES: 60

37. Which of the following companies offers website privacy and security standards programs?
a. TRUSTe b. Amazon Security
c. SecureMe d. HELPe
ANSWER: a
POINTS: 1
REFERENCES: 62

38. 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)
ANSWER: d
POINTS: 1
REFERENCES: 62

39. 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
ANSWER: d
POINTS: 1

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REFERENCES: 62

40. The goal of _____ is to enhance the user's website experience in order to meet the user's needs and make the user feel their visit was worthwhile.
    a. UX   b. MX
    c. IX   d. ITX
ANSWER: a
POINTS: 1
REFERENCES: 63

Multiple Response: Modified Multiple Choice

41. Which of the following are advantages web publishing holds over print publishing?
    a. currency   b. reduced production costs
    c. rapid, economical delivery   d. interactivity
ANSWER: a, b, c, d
POINTS: 1
REFERENCES: 40

42. 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
ANSWER: a, b, c, d
POINTS: 1
REFERENCES: 44

43. Which of the following elements can be used to create contrast on a webpage?
    a. text styles   b. color choices
    c. element size   d. page length
ANSWER: a, b, c
POINTS: 1
REFERENCES: 48

44. Which of the following are controlled by branding specifications applied to an entity's media?
    a. logos   b. fonts
    c. colors   d. tag lines
ANSWER: a, b, c, d
POINTS: 1
REFERENCES: 49

45. Which of the following are closely related but separate concepts?
    a. web accessibility   b. web design
    c. web usability   d. web publishing
ANSWER: a, c

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POINTS: 1
REFERENCES: 62-63

True/False

46. In just a few minutes and at a very low cost, a company's web adminstrator could update or create a new webpage that includes a press release explaining a change in management, along with a photograph and biography of a new CEO.
    a. True
    b. False

ANSWER: True
POINTS: 1
REFERENCES: 40

47. Many websites are updated continually, such as websites published by news organizations.
    a. True
    b. False

ANSWER: True
POINTS: 1
REFERENCES: 40

48. Print publishing offers distinct advantages over web publishing, such as cost and delivery advantages.
    a. True
    b. False

ANSWER: False
POINTS: 1
REFERENCES: 40

49. A common characteristic of all websites is that they are continually updated with timely content.
    a. True
    b. False

ANSWER: False
POINTS: 1
REFERENCES: 42

50. A well-designed website should include tools that enable its visitors to engage in interactive, two-way communication with the website's publisher.
    a. True
    b. False

ANSWER: True
POINTS: 1
REFERENCES: 42

51. A contact page and web-based form are both used to promote two-way conversations between website visitors and website publishers.

Chapter 2: Web Publishing Fundamentals

    a. True

    b. False

ANSWER: True

POINTS: 1

REFERENCES: 43

                44

52. 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.

    a. True

    b. False

ANSWER: True

POINTS: 1

REFERENCES: 45

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

    a. True

    b. False

ANSWER: False

POINTS: 1

REFERENCES: 45

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

    a. True

    b. False

ANSWER: False

POINTS: 1

REFERENCES: 46

55. The same principles of web design from the earliest days of the web are still the principles of web design today.

    a. True

    b. False

ANSWER: False

POINTS: 1

REFERENCES: 46

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

    a. True

    b. False

ANSWER: False

POINTS: 1

REFERENCES: 47

57. The empty space on webpages is always white.
    a. True
    b. False

ANSWER: False
POINTS: 1
REFERENCES: 47

58. To create a focal point, first determine what element on your webpage is the most important and then use contrast to establish that dominance visually.
    a. True
    b. False

ANSWER: True
POINTS: 1
REFERENCES: 48

59. A webpage with a light background and white text might draw more attention than one with a dark background and brightly colored text.
    a. True
    b. False

ANSWER: False
POINTS: 1
REFERENCES: 48

60. You should use balance, proximity, and white space to create effective, organized webpages.
    a. True
    b. False

ANSWER: True
POINTS: 1
REFERENCES: 49

61. Few businesses and other large organizations take care to develop and reinforce their own brand over time.
    a. True
    b. False

ANSWER: False
POINTS: 1
REFERENCES: 49

62. Design elements that promote unity and create a visual identity contribute to branding an entity.
    a. True
    b. False

ANSWER: True

Chapter 2: Web Publishing Fundamentals

POINTS: 1
REFERENCES: 49

63. When writing for the web, use language that is straightforward, contemporary, and geared toward an educated audience.
    a. True
    b. False

ANSWER: True
POINTS: 1
REFERENCES: 50

64. To keep webpage text succinct, place information that is not crucial, such as historical backgrounds or related topics, on linked subsidiary pages.
    a. True
    b. False

ANSWER: True
POINTS: 1
REFERENCES: 51

65. When collecting content for your website, confirm its accuracy using reliable sources.
    a. True
    b. False

ANSWER: True
POINTS: 1
REFERENCES: 51

66. Most website visitors prefer to read webpages word for word for useful information.
    a. True
    b. False

ANSWER: False
POINTS: 1
REFERENCES: 51

67. Digital signposts are methods for verifying the source of content.
    a. True
    b. False

ANSWER: False
POINTS: 1
REFERENCES: 60

68. The Secure Sockets Layer (SSL) protocol safeguards and encrypts confidential information as it travels over the Internet.
    a. True
    b. False

Chapter 2: Web Publishing Fundamentals

ANSWER: True

POINTS: 1

REFERENCES: 60

69. Web usability involves making webpages easy to use for people with special needs.
    a. True
    b. False

ANSWER: False

POINTS: 1

REFERENCES: 62

70. Web designers incorporate MX practices into webpage design.
    a. True
    b. False

ANSWER: False

POINTS: 1

REFERENCES: 63

Completion

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

ANSWER: currency

POINTS: 1

REFERENCES: 40

72. The primary concern of visitors to websites that focus on content that does not change over time is author credibility and content _____.

ANSWER: accuracy

POINTS: 1

REFERENCES: 42

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

ANSWER: interactivity

POINTS: 1

REFERENCES: 42

74. Website administrators rely on data such as the number of users who commented on, shared, viewed, or "liked" webpage content to gauge success; this type of data is called _____.

ANSWER: analytics

POINTS: 1

REFERENCES: 43

75. A(n) _____ form is used to gather contact information and preferences from website visitors.

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ANSWER: web-based
POINTS: 1
REFERENCES: 44

76. After your website is published, plan to _____ the website's content for credibility, accuracy, and timeliness on a regular basis.
ANSWER: review
                    update
POINTS: 1
REFERENCES: 44

77. Whenever you incorporate multimedia in your webpages, the pages are generally larger and your website might require more _____.
ANSWER: storage space
POINTS: 1
REFERENCES: 45

78. From the perspective of design, _____ is the harmonious arrangement of elements.
ANSWER: balance
POINTS: 1
REFERENCES: 46

79. _____, as applied to webpages, means that you should place elements that have a relationship close to each other.
ANSWER: Proximity
POINTS: 1
REFERENCES: 47

80. The empty space surrounding text and images on a webpage is called _____.
ANSWER: white space
POINTS: 1
REFERENCES: 47

81. You can create _____ for using text styles, color choices, element size, and more.
ANSWER: contrast
POINTS: 1
REFERENCES: 48

82. Use contrast to stimulate interest and establish a(n) _____ for your webpages.
ANSWER: focal point
POINTS: 1
REFERENCES: 48

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

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ANSWER: brand
POINTS: 1
REFERENCES: 49

84. 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.
ANSWER: branding specifications
POINTS: 1
REFERENCES: 49

85. You can generate a sense of unity, maintain _____, and promote your brand at your website by using consistent alignment, branding elements, and a common color scheme across all pages at the website.
ANSWER: visual identity
POINTS: 1
REFERENCES: 49

86. When writing for the web, avoid overly promotional _____ that might not appeal to visitors and avoid the use of industry jargon or slang.
ANSWER: language
POINTS: 1
REFERENCES: 50

87. Webpage text that is broken into small sections with headings, subheadings, and bulleted lists that adequately but concisely cover the topic is called _____ text.
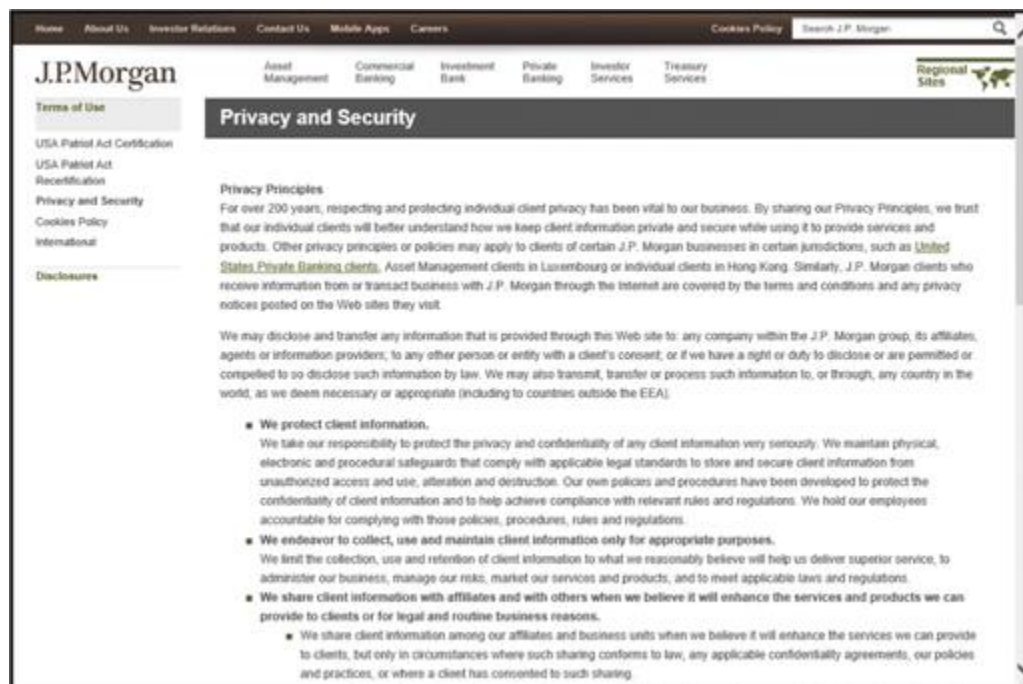*ANSWER:*   chunked
POINTS: 1
REFERENCES: 51

88. _____ can be a powerful design tool for creating attractive, effective websites.
ANSWER: Color
POINTS: 1
REFERENCES: 53

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89. To ease visitors' concerns, many websites, especially e-commerce websites, include a(n) _____ statement like the one in the accompanying figure that explains the use of information submitted by a visitor or gathered automatically through server logs and cookies.

ANSWER: privacy policy

POINTS: 1

REFERENCES: 61

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

ANSWER: Web accessibility
                      Accessibility

POINTS: 1

REFERENCES: 62

Modified True/False

91. Blogs are an important internal and external tool for promoting interactivity and communication between companies and their vendors, customers, and other business partners. _____

ANSWER: True

POINTS: 1

REFERENCES: 42

92. Unity, or closeness, is strongly associated with balance. _____

ANSWER: False - Proximity

POINTS: 1

REFERENCES: 47

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93. Focusing on <u>unity</u> will ensure that your webpages have a coherent, structured presentation.
_____

ANSWER:	False - alignment
POINTS:	1
REFERENCES:	50

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

ANSWER:	False - decryption
POINTS:	1
REFERENCES:	60

95. Privacy advocates use the term, <u>big data</u>, to refer to large collections of personal data collected and used without permission, while some corporations use it to refer to data sets and collection tools used for legitimate business purposes.
_____

ANSWER:	True
POINTS:	1
REFERENCES:	61

Essay

96. Explain what a web-based form is, how companies use them, and how users use them.

ANSWER:	Companies use web-based forms to gather contact information and preferences from website visitors. 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 website. Forms can be just a few questions, or broken out into several pages to make entering and validating the data easier.
POINTS:	1
REFERENCES:	44
TOPICS:	Critical Thinking

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

ANSWER:	The empty space surrounding text and images is called white space in design. White space can define proximity and help organize webpage 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 webpage is filled with the page's background color, which may be any color, including white.
POINTS:	1
REFERENCES:	47-48
TOPICS:	Critical Thinking

98. Define chunked text and explain the importance of writing scannable text for webpages.

ANSWER:	Most website visitors, especially those using mobile devices, prefer to quickly scan webpages for useful information, not read long passages of onscreen text. Using the chunked text technique, break webpages into small sections with headings, subheadings, and bulleted lists that adequately but concisely cover the topic. The chunked text is much easier to scan, and will adapt better to devices with smaller screens, as

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the content under the headings and subheadings can be hidden until a website visitor clicks on it.

POINTS: 1
REFERENCES: 51
TOPICS: Critical Thinking

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 website, including a home page, to be hosted on the company intranet.

99. 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 website 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

ANSWER: C

POINTS: 1

REFERENCES: 46

TOPICS: Critical Thinking

100. 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

ANSWER: A

POINTS: 1

REFERENCES: 46

TOPICS: 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, Adam Jones. He is the president of a company that manufactures products under contract for the U.S. government.

101. During the meeting, Adam asks how you can ensure that your website and page design accurately reflect his business's purpose and reputation. You tell him that _____.

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

identity with the client's business purpose and reputation	

ANSWER: B

POINTS: 1

REFERENCES: 49

TOPICS: Critical Thinking

102. Adam asks you to explain how you will follow U.S. government agency requirements for accessibility in your website 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 website the copyright and disclaimer of liability notices prepared by his legal department	d. keep web usability uppermost in mind when you develop the website's pages

ANSWER: C

POINTS: 1

REFERENCES: 62

TOPICS: Critical Thinking

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

REFERENCES: 49
            54
            61
            45
            53
            60
            50
            57
            40

103. A concise statement that a consumer readily associates with a business, organization, or product

ANSWER: f

POINTS: 1

Name: _____ Class: _____ Date: _____

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104. The actual number of colors that a monitor displays
ANSWER: b
POINTS: 1

105. Explains how any information submitted by a visitor gathered automatically through server logs and cookies is used
ANSWER: h
POINTS: 1

106. Quickly and inexpensively distributing information
ANSWER: d
POINTS: 1

107. Yellow, orange, and red
ANSWER: i
POINTS: 1

108. Protocol that safeguards and encrypts confidential information as it travels over the Internet
ANSWER: c
POINTS: 1

109. A consistent, structured presentation of webpage elements
ANSWER: g
POINTS: 1

110. A single point in an electronic image
ANSWER: e
POINTS: 1

111. Updating webpages quickly and inexpensively
ANSWER: a
POINTS: 1

112. Green, blue, and purple
ANSWER: j
POINTS: 1