Name:_____   Class:_____   Date:_____

Chapter 02: Web Publishing Fundamentals

Multiple Choice

1. The ability to update webpages quickly and inexpensively is the web's _____ advantage.
    a. currency
    b. connectivity
    c. interactivity
    d. delivery

ANSWER:	a
POINTS:	1
REFERENCES:	40
	The Currency Advantage
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 10:55 AM
DATE MODIFIED:	1/31/2017 10:58 AM

2. The ability to instantaneously distribute and share content widely is the web's _____ advantage.
    a. currency
    b. connectivity
    c. interactivity
    d. delivery

ANSWER:	b
POINTS:	1
REFERENCES:	41
	The Currency Advantage
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 10:57 AM
DATE MODIFIED:	1/31/2017 10:58 AM

3. The web's _____ advantage allows for data and resource sharing that enables communication with a website.
    a. currency
    b. connectivity
    c. interactivity
    d. delivery

ANSWER:	c
POINTS:	1
REFERENCES:	42
	The Interactivity Advantage
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 10:58 AM
DATE MODIFIED:	1/31/2017 11:00 AM

Chapter 02: Web Publishing Fundamentals

4. What type of tool displays preferred content from several sources, such as RSS feeds, social networking tools, and social news websites?
    a. connector
    b. convergence
    c. aggregator
    d. portal

ANSWER:	c
POINTS:	1
REFERENCES:	41
	The Connectivity Advantage
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 11:06 AM
DATE MODIFIED:	1/31/2017 11:08 AM

5. Which of the following best defines convergence?
    a. Linking and sharing related content.
    b. The need to frequently update website content to encourage return visitors.
    c. The trend of device sizes getting smaller and faster.
    d. The trend of connecting information and accounts between devices.

ANSWER:	d
POINTS:	1
REFERENCES:	42
	The Connectivity Advantage
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 11:10 AM
DATE MODIFIED:	1/31/2017 11:13 AM

6. Website administrators relay on _____, which is data such as the number of users who commented on, shared, viewed, or liked webpage content.
    a. analytics
    b. benchmarking
    c. cookies
    d. hits

ANSWER:	a
POINTS:	1
REFERENCES:	44
	The Interactivity Advantage
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 11:18 AM
DATE MODIFIED:	1/31/2017 11:20 AM

Chapter 02: Web Publishing Fundamentals

7. Text boxes, check boxes, and option buttons are all elements of what type of web tool?
    a. forms
    b. comments fields
    c. databases
    d. login pages

ANSWER:	a
POINTS:	1
REFERENCES:	45
	The Interactivity Advantage
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 11:59 AM
DATE MODIFIED:	1/31/2017 12:02 PM

8. Webpage collect information into _____, which are searchable records that companies can use for mailing lists, tracking purposes and more.
    a. files
    b. repositories
    c. forms
    d. databases

ANSWER:	d
POINTS:	1
REFERENCES:	45
	The Interactivity Advantage
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 12:03 PM
DATE MODIFIED:	1/31/2017 12:05 PM

9. The web's _____ advantage enables the fast and inexpensive distribution of published information over the Internet and the web.
    a. currency
    b. connectivity
    c. interactivity
    d. delivery

ANSWER:	d
POINTS:	1
REFERENCES:	46
	The Delivery Advantage
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 12:11 PM
DATE MODIFIED:	1/31/2017 12:12 PM

Chapter 02: Web Publishing Fundamentals

10. In design, _____ is the harmonious arrangement of elements.
    a. unity
    b. balance
    c. proximity
    d. contrast

ANSWER: b
POINTS: 1
REFERENCES: 47
                     Balance and Proximity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
DATE CREATED: 1/31/2017 12:13 PM
DATE MODIFIED: 1/31/2017 12:15 PM

11. In design, _____ is the closeness of elements.
    a. unity
    b. balance
    c. proximity
    d. contrast

ANSWER: c
POINTS: 1
REFERENCES: 48
                     Balance and Proximity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
DATE CREATED: 1/31/2017 12:15 PM
DATE MODIFIED: 1/31/2017 12:16 PM

12. In design, _____ refers to a mix of elements to stimulate attention.
    a. unity
    b. balance
    c. proximity
    d. contrast

ANSWER: d
POINTS: 1
REFERENCES: 49
                     Contrast and Focus
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
DATE CREATED: 1/31/2017 12:16 PM
DATE MODIFIED: 1/31/2017 12:17 PM

13. In design, _____ refers to a sense of oneness or belonging

    a. unity

    b. balance

    c. proximity

    d. contrast

ANSWER: a

POINTS: 1

REFERENCES: 50
Unity and Visual Identity

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

DATE CREATED: 1/31/2017 12:17 PM

DATE MODIFIED: 1/31/2017 12:18 PM

14. The empty space surrounding text and images is called _____ space.

    a. blank

    b. white

    c. void

    d. focal

ANSWER: b

POINTS: 1

REFERENCES: 48
Balance and Proximity

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

DATE CREATED: 1/31/2017 12:22 PM

DATE MODIFIED: 1/31/2017 12:23 PM

15. A dominating segment of a webpage that directs visitors' attention is called a(n) _____.

    a. focal point

    b. white space

    c. contrast area

    d. visual identity

ANSWER: a

POINTS: 1

REFERENCES: 49
Contrast and Focus

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

DATE CREATED: 1/31/2017 12:24 PM

DATE MODIFIED: 1/31/2017 12:26 PM

16. Which of the following best describes a website's visual identity?

    a. An assurance or guarantee that a business offers its customers.

Chapter 02: Web Publishing Fundamentals

    b. The placement of objects on a webpage.

    c. The combination of design elements associated with the website and its publisher.

    d. A concise statement that a consumer readily associates with a business.

ANSWER:	c
POINTS:	1
REFERENCES:	50
	Unity and Visual Identity
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 12:29 PM
DATE MODIFIED:	1/31/2017 12:32 PM

17. Which of the following best describes a website's brand?

    a. An assurance or guarantee that a business offers its customers.

    b. The placement of objects on a webpage.

    c. The combination of design elements associated with the website and its publisher.

    d. A concise statement that a consumer readily associates with a business.

ANSWER:	a
POINTS:	1
REFERENCES:	50
	Unity and Visual Identity
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 1:54 PM
DATE MODIFIED:	1/31/2017 1:55 PM

18. Verizon's "Can you hear me now?" is an example of a company's _____.

    a. branding specifications

    b. tagline

    c. logo

    d. visual identity

ANSWER:	b
POINTS:	1
REFERENCES:	50
	Unity and Visual Identity
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 1:55 PM
DATE MODIFIED:	1/31/2017 1:58 PM

19. Which of the following best describes the web design concept of alignment?

    a. A contrast between light and dark colors.

    b. The trend of using RWD to determine layout.

Chapter 02: Web Publishing Fundamentals

    c. The placement of objects in fixed or predetermined positions, rows, and columns.

    d. Meeting target audience expectations.

ANSWER: c

POINTS: 1

REFERENCES: 51

                      Unity and Visual Identity
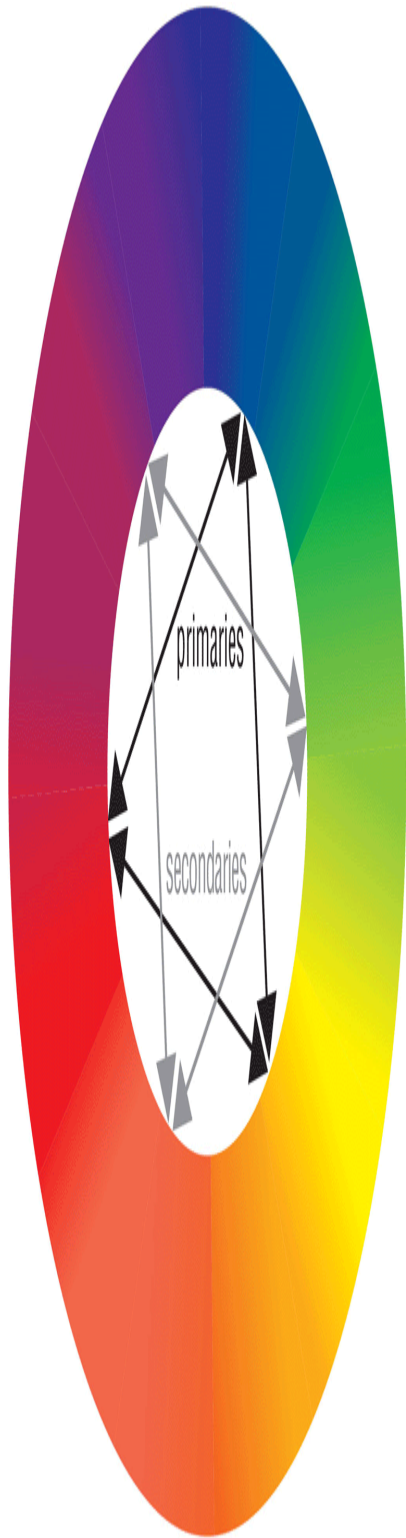
QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

DATE CREATED: 1/31/2017 1:58 PM

DATE MODIFIED: 1/31/2017 2:01 PM

20. In the color wheel shown below, which colors are the primary colors?

Chapter 02: Web Publishing Fundamentals

a. red, yellow, blue
b. orange, green, purple
c. green, blue, purple
d. yellow, orange, red

ANSWER: a

Chapter 02: Web Publishing Fundamentals

POINTS: 1
REFERENCES: 52
The Color Wheel
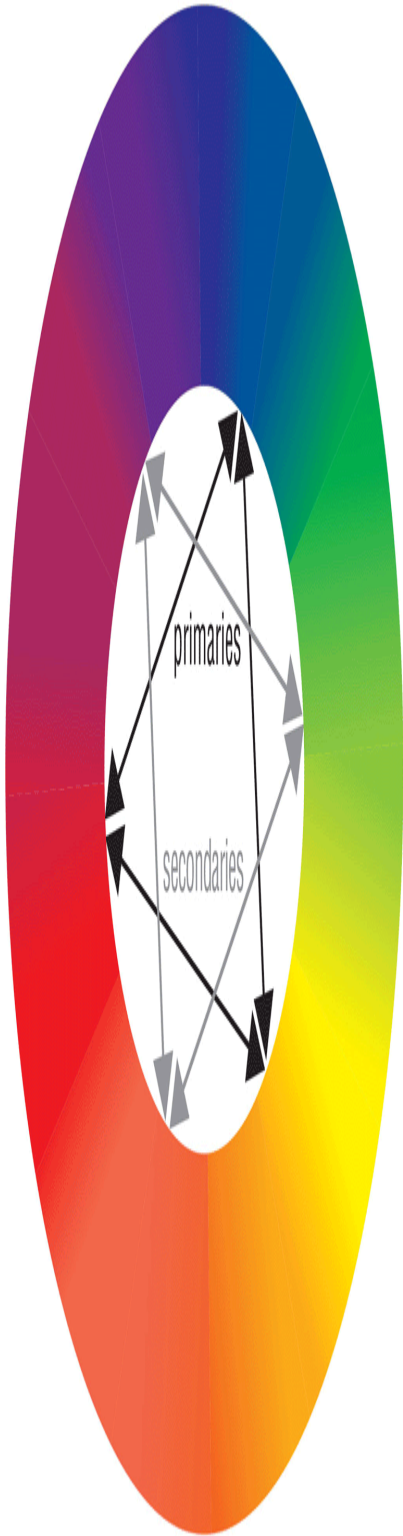*QUESTION TYPE:* Multiple Choice
HAS VARIABLES: False
DATE CREATED: 1/31/2017 2:10 PM
DATE MODIFIED: 1/31/2017 2:16 PM

21. In the color wheel shown below, which colors are the secondary colors?

Chapter 02: Web Publishing Fundamentals

a. red, yellow, blue

b. orange, green, purple

c. green, blue, purple

d. yellow, orange, red

ANSWER: b

Chapter 02: Web Publishing Fundamentals

POINTS: 1
REFERENCES: 52
                 The Color Wheel
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
DATE CREATED: 1/31/2017 2:16 PM
DATE MODIFIED: 1/31/2017 2:17 PM

22. In the color wheel shown below, which colors are the cool colors?

Chapter 02: Web Publishing Fundamentals

    a. red, yellow, blue

    b. orange, green, purple

    c. green, blue, purple

    d. yellow, orange, red

ANSWER: c

Chapter 02: Web Publishing Fundamentals

POINTS: 1
REFERENCES: 52
                   The Color Wheel
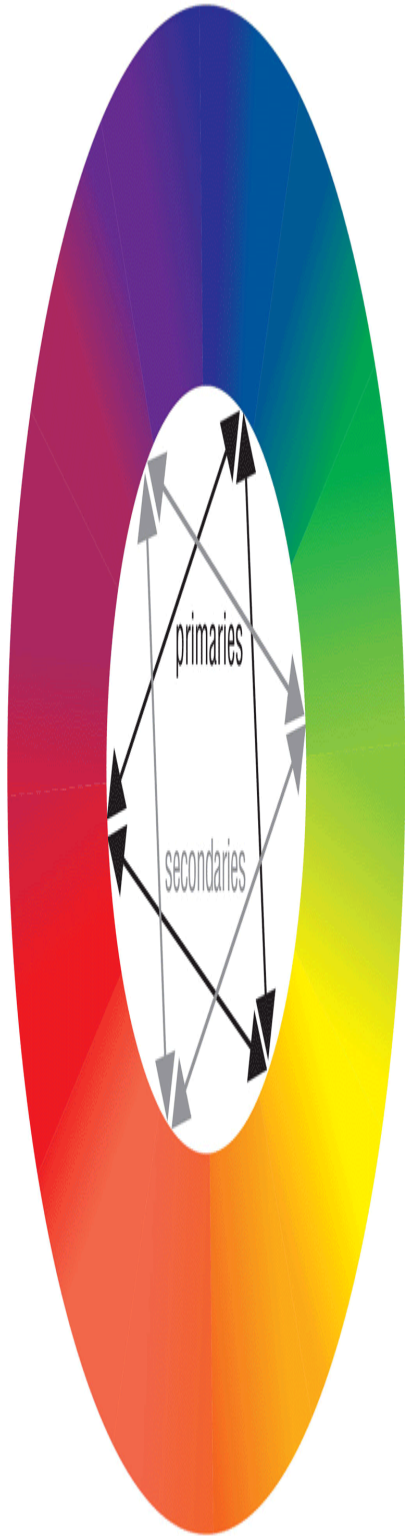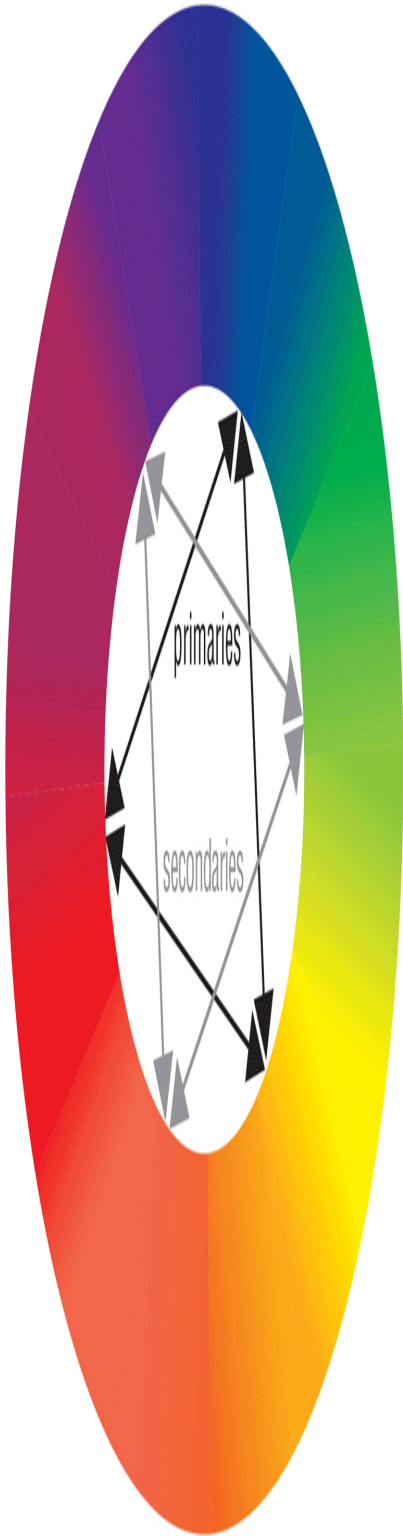*QUESTION TYPE:*   Multiple Choice
HAS VARIABLES: False
DATE CREATED: 1/31/2017 2:17 PM
DATE MODIFIED: 1/31/2017 2:17 PM

23. In the color wheel shown below, which colors are the warm colors?

Chapter 02: Web Publishing Fundamentals

a. red, yellow, blue

b. orange, green, purple

c. green, blue, purple

d. yellow, orange, red

ANSWER: d

Chapter 02: Web Publishing Fundamentals

POINTS:	1
REFERENCES:	52
	The Color Wheel
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 2:17 PM
DATE MODIFIED:	1/31/2017 2:18 PM

24. Which of the following is NOT true about the RGB color system?
    a. The system combines the red, green, and blue light channels.
    b. The intensity level of each light channel is measured in values.
    c. The values range from 0 to 360.
    d. To ensure exact color specifications, use different values from the channels.

ANSWER:	c
POINTS:	1
REFERENCES:	52
	The RGB Color System
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 2:19 PM
DATE MODIFIED:	1/31/2017 2:21 PM

25. What measures the actual number of colors a monitor displays?
    a. color depth
    b. hexadecimal system
    c. bit depth
    d. color values

ANSWER:	a
POINTS:	1
REFERENCES:	53
	The RGB Color System
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 2:24 PM
DATE MODIFIED:	1/31/2017 2:25 PM

26. The _____ system uses 16 symbols, the letters A-F and digits 109, to signify values.
    a. color depth
    b. bit depth
    c. hexadecimal system
    d. web-safe palette

ANSWER:	c
POINTS:	1

Chapter 02: Web Publishing Fundamentals

REFERENCES: 53
                   The RGB Color System
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
DATE CREATED: 1/31/2017 2:28 PM
DATE MODIFIED: 1/31/2017 2:30 PM

27.

Dense Paragraph Text Example

When writing or curating content for your website, confirm its accuracy using reliable sources. Refer to respected subjec[t] professional organizations, trade journals, and other res[ources] proven track record.

Typographical and spelling errors can embarrass you [and dimin]ish your website's credibility. If you publish your webpag[e with] errors, your visitors might question how closely you che[ck your] content and how committed you are to your purpose.

To avoid these types of errors, perform spelling and [grammar] checks by writing the text content for your webpages in [a word] processor, content management system, or WYSIWYG [editor] that includes proofing tools. Proofread your content, an[d ask] at least one other person to review it before you add the[m to a] webpage.

Chunked Text Example

To ensure accurate and credible webpages:

- Confirm content accuracy with reliable sources.
- Refer to respected subject experts and others with a proven track record.
- Use proofing tools to check for spelling and grammatical errors.
- Ask at least one person to proofread content.

In the above image, the text on the right is written to ensure _____.

     a. SEO
     b. RWD
     c. scannability
     d. searchability

ANSWER: c
POINTS: 1
REFERENCES: 56
                   Scannability
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
DATE CREATED: 1/31/2017 2:35 PM
DATE MODIFIED: 3/28/2017 4:35 PM

28. Which of the following is NOT true about scannability?
    a. Use short paragraphs and bulleted lists.
    b. Begin paragraphs with a topic sentence.
    c. Use of only uppercase characters can increase scannability.
    d. All of the above are true.

ANSWER:	c
POINTS:	1
REFERENCES:	56
	Scannability
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 2:44 PM
DATE MODIFIED:	1/31/2017 2:47 PM

29. The news writing style that places a summary first, followed by details, then background information is called the _____ style.
    a. chunked text
    b. inverted pyramid
    c. dense paragraph
    d. conclusion-first

ANSWER:	b
POINTS:	1
REFERENCES:	57
	Organization
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 2:47 PM
DATE MODIFIED:	1/31/2017 2:49 PM

30. _____ is a nongraphical display browser.
    a. Chrome
    b. Edge
    c. Safari
    d. Lynx

ANSWER:	d
POINTS:	1
REFERENCES:	58
	Technical Considerations
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 2:51 PM
DATE MODIFIED:	1/31/2017 2:52 PM

Chapter 02: Web Publishing Fundamentals

31. _____ is the quantity of data transmitted in a specific time frame.
    a. Bitwidth
    b. Bandwidth
    c. Downstream speed
    d. Download time

ANSWER: b
POINTS: 1
REFERENCES: 58
                     Technical Considerations
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
DATE CREATED: 1/31/2017 2:53 PM
DATE MODIFIED: 1/31/2017 2:55 PM

32. A(n) _____ is a miniature version of an image that links to a larger image.
    a. bitmap
    b. thumbnail
    c. graphical display
    d. fingerprint

ANSWER: b
POINTS: 1
REFERENCES: 58
                     Technical Considerations
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
DATE CREATED: 1/31/2017 2:58 PM
DATE MODIFIED: 1/31/2017 2:59 PM

33. _____ is the language that briefly describes each image that loads in a webpage.
    a. meta data
    b. alt text
    c. pixel text
    d. SEO tag

ANSWER: b
POINTS: 1
REFERENCES: 59
                     Technical Considerations
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
DATE CREATED: 1/31/2017 3:17 PM
DATE MODIFIED: 1/31/2017 3:19 PM

34. A(n) _____ is a single point in an electronic image.

Chapter 02: Web Publishing Fundamentals

    a. serif

    b. simbit

    c. pixel

    d. pica

ANSWER:	c
POINTS:	1
REFERENCES:	59
	Technical Considerations
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 3:29 PM
DATE MODIFIED:	1/31/2017 3:31 PM

35. Which of the following best describes the mobile-first strategy?

    a. Creating a separate mobile website version.

    b. Mobile-first is synonymous with RWD.

    c. Designing for mobile users, rather than desktop or laptop users.

    d. Creating a low-bandwidth or nongraphical website.

ANSWER:	c
POINTS:	1
REFERENCES:	60
	Technical Considerations
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 3:31 PM
DATE MODIFIED:	1/31/2017 3:34 PM

36. What is the goal of the Creative Commons?

    a. To provide guidelines for artists and others to protect and license creative content.

    b. To provide web designers with copyright-free images.

    c. To educate web designers about typical web design practices.

    d. To encourage mobile-friendly, creative web content, such as low-bandwidth multimedia.

ANSWER:	a
POINTS:	1
REFERENCES:	60
	Legal and Privacy Issues
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 3:35 PM
DATE MODIFIED:	1/31/2017 3:37 PM

37. Which of the following best describes a phishing scheme?

    a. The creation of a fraudulent version of a website.

b. To hide the actual URL of a website and display the URL the visitor intended to reach.

c. To purposely infringe upon a creative artist's copyrights by linking to his or her content.

d. When a perpetrator imitates a legitimate company and sends a message requesting the user verify account information.

ANSWER:	d
POINTS:	1
REFERENCES:	61
	Legal and Privacy Issues
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 3:38 PM
DATE MODIFIED:	1/31/2017 3:41 PM

38. What does it mean when a website has the *https://* protocol designation?

a. The website uses SSL to transmit customer's data.

b. The website has been spoofed.

c. The website uses a digital signature.

d. The website does not use cookies.

ANSWER:	a
POINTS:	1
REFERENCES:	62
	Legal and Privacy Issues
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 3:41 PM
DATE MODIFIED:	1/31/2017 3:43 PM

39. _____ refers to large and complex collections of information from a variety of sources, including website statistics, e-commerce transactions, and social media profiles.

a. Digital footprint

b. Information overload

c. Big data

d. PII

ANSWER:	c
POINTS:	1
REFERENCES:	63
	Legal and Privacy Issues
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 3:44 PM
DATE MODIFIED:	1/31/2017 3:46 PM

40. Which of the following requires all U.S. government agencies' websites use accessibility technology and follow accessibility guidelines.

Chapter 02: Web Publishing Fundamentals

 a. W3C

 b. WAI

 c. Section 508 of the U.S. Rehabilitation Act

 d. The first amendment to the U.S. Constitution.

ANSWER:	c
POINTS:	1
REFERENCES:	64
	Accessibility and Usability Issues
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 3:46 PM
DATE MODIFIED:	1/31/2017 3:49 PM

True / False

41. Connectivity tools include social media sharing tools that enable instant publication of website content across a variety of platforms.

 a. True

 b. False

ANSWER:	True
POINTS:	1
REFERENCES:	40
	The Currency Advantage
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 11:01 AM
DATE MODIFIED:	1/31/2017 11:05 AM

42. All websites should contain continually updated content, even academic or historical websites.

 a. True

 b. False

ANSWER:	False
POINTS:	1
REFERENCES:	41
	The Currency Advantage
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 11:05 AM
DATE MODIFIED:	1/31/2017 11:05 AM

43. Sharing a link to an original web source infringes on copyright laws.

 a. True

 b. False

ANSWER:	False

Chapter 02: Web Publishing Fundamentals

POINTS:	1
REFERENCES:	41
	The Connectivity Advantage
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 11:08 AM
DATE MODIFIED:	1/31/2017 11:09 AM

44. Blogs help a company to provide information about their products, services, and related news topics that may be of interest to customers.
   a. True
   b. False

ANSWER:	True
POINTS:	1
REFERENCES:	43
	The Interactivity Advantage
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 11:14 AM
DATE MODIFIED:	1/31/2017 11:17 AM

45. The web's interactivity advantage allows users to post comments on an article.
   a. True
   b. False

ANSWER:	True
POINTS:	1
REFERENCES:	42
	The Interactivity Advantage
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 11:17 AM
DATE MODIFIED:	1/31/2017 11:18 AM

46. Using your social media profile to create an account on a website generally is a violation of your privacy.
   a. True
   b. False

ANSWER:	False
POINTS:	1
REFERENCES:	44
	The Interactivity Advantage
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 11:21 AM

Chapter 02: Web Publishing Fundamentals

DATE MODIFIED: 1/31/2017 11:22 AM

47. Flickr and Morguefile are websites that allow photographers to post photos for use for little or no cost.
    a. True
    b. False

ANSWER:	True
POINTS:	1
REFERENCES:	46
	The Cost Advantage
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 12:06 PM
DATE MODIFIED:	1/31/2017 12:07 PM

48. If you download art at no cost, the artist has forfeited all copyrights to the work.
    a. True
    b. False

ANSWER:	False
POINTS:	1
REFERENCES:	46
	The Cost Advantage
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 12:07 PM
DATE MODIFIED:	1/31/2017 12:08 PM

49. Your website costs less to publish if it is a simple one-color text piece than if it is a sophisticated piece with hundreds of colors.
    a. True
    b. False

ANSWER:	False
POINTS:	1
REFERENCES:	46
	The Cost Advantage
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 12:09 PM
DATE MODIFIED:	1/31/2017 12:10 PM

50. Websites with an asymmetrical arrangement appear centered or even.
    a. True
    b. False

ANSWER:	False
POINTS:	1

Chapter 02: Web Publishing Fundamentals

REFERENCES:	47
	Balance and Proximity
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 12:19 PM
DATE MODIFIED:	1/31/2017 12:20 PM

51. Asymmetrical web designs typically do not adapt well to mobile devices.
   a. True
   b. False

ANSWER:	True
POINTS:	1
REFERENCES:	48
	Balance and Proximity
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 12:20 PM
DATE MODIFIED:	1/31/2017 12:21 PM

52. You can create contrast by varying text styles, color choices, and element sizes.
   a. True
   b. False

ANSWER:	True
POINTS:	1
REFERENCES:	49
	Contrast and Focus
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 12:27 PM
DATE MODIFIED:	1/31/2017 12:28 PM

53. Responsive web design principles allow for minimal white space for websites viewed on small screens.
   a. True
   b. False

ANSWER:	True
POINTS:	1
REFERENCES:	49
	Contrast and Focus
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 12:28 PM
DATE MODIFIED:	1/31/2017 12:29 PM

54. The use of grids for responsive web design layout ensures pages will adapt to different screen sizes.

Chapter 02: Web Publishing Fundamentals

    a. True
    b. False

ANSWER:	True
POINTS:	1
REFERENCES:	51
	Unity and Visual Identity
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 2:01 PM
DATE MODIFIED:	1/31/2017 2:03 PM

55. A combination of colors adjacent to each other on the color wheel creates a significant amount of contrast.
    a. True
    b. False

ANSWER:	False
POINTS:	1
REFERENCES:	52
	The Color Wheel
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 2:18 PM
DATE MODIFIED:	1/31/2017 2:19 PM

56. Because most visitors have 8-bit monitors, web designers must restrict their color choices to the web-safe palette.
    a. True
    b. False

ANSWER:	False
POINTS:	1
REFERENCES:	53
	The RGB Color System
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 2:22 PM
DATE MODIFIED:	1/31/2017 2:23 PM

57. An RGB color system can produce more than 16.7 million possible colors.
    a. True
    b. False

ANSWER:	True
POINTS:	1
REFERENCES:	53
	The RGB Color System
QUESTION TYPE:	True / False

Chapter 02: Web Publishing Fundamentals

HAS VARIABLES: False
DATE CREATED: 1/31/2017 2:23 PM
DATE MODIFIED: 1/31/2017 2:24 PM

58. If you are using a text editor to create a webpage, you specify a color for a webpage element by entering the color depth.
    a. True
    b. False

ANSWER:	False
POINTS:	1
REFERENCES:	53 The RGB Color System
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 2:26 PM
DATE MODIFIED:	1/31/2017 2:28 PM

59. When writing for the web, use promotional language, industry jargon, and slang.
    a. True
    b. False

ANSWER:	False
POINTS:	1
REFERENCES:	54 Writing for the Web
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 2:31 PM
DATE MODIFIED:	1/31/2017 2:34 PM

60. When writing for the web, consider the text that you place in headings to use search engine optimization techniques to their best advantages.
    a. True
    b. False

ANSWER:	True
POINTS:	1
REFERENCES:	54 Writing for the Web
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 2:32 PM
DATE MODIFIED:	1/31/2017 2:33 PM

61. The chunked text technique breaks webpage text into small sections with headings, subheadings, and bulleted lists.
    a. True

Chapter 02: Web Publishing Fundamentals

   b. False
ANSWER: True
POINTS: 1
REFERENCES: 55
                  Scannability
QUESTION TYPE: True / False
HAS VARIABLES: False
DATE CREATED: 1/31/2017 2:39 PM
DATE MODIFIED: 1/31/2017 2:40 PM

62. Website visitors spend an estimated 20-30 minutes on a webpage deciding whether the content meets their needs.
   a. True
   b. False
ANSWER: False
POINTS: 1
REFERENCES: 56
                  Scannability
QUESTION TYPE: True / False
HAS VARIABLES: False
DATE CREATED: 1/31/2017 2:40 PM
DATE MODIFIED: 1/31/2017 2:44 PM

63. When writing in the inverted pyramid style, the first paragraph should include the "who, what, when, where, and why" of the topic.
   a. True
   b. False
ANSWER: True
POINTS: 1
REFERENCES: 58
                  Organization
QUESTION TYPE: True / False
HAS VARIABLES: False
DATE CREATED: 1/31/2017 2:49 PM
DATE MODIFIED: 1/31/2017 2:50 PM

64. Bandwidth is measured in bits per second.
   a. True
   b. False
ANSWER: True
POINTS: 1
REFERENCES: 58
                  Technical Considerations
QUESTION TYPE: True / False

Chapter 02: Web Publishing Fundamentals

HAS VARIABLES: False
DATE CREATED: 1/31/2017 2:55 PM
DATE MODIFIED: 1/31/2017 2:56 PM

65. Due to increased access to high-speed Internet access methods, the file size of your webpages is no longer a consideration.
    a. True
    b. False

ANSWER: False
POINTS: 1
REFERENCES: 58
                Technical Considerations
QUESTION TYPE: True / False
HAS VARIABLES: False
DATE CREATED: 1/31/2017 2:56 PM
DATE MODIFIED: 1/31/2017 2:57 PM

66. You can assume that visitors will view your website with a graphical display browser.
    a. True
    b. False

ANSWER: False
POINTS: 1
REFERENCES: 58
                Technical Considerations
QUESTION TYPE: True / False
HAS VARIABLES: False
DATE CREATED: 1/31/2017 3:16 PM
DATE MODIFIED: 1/31/2017 3:17 PM

Chapter 02: Web Publishing Fundamentals

67.

The above figure demonstrates the auto-rotate feature included in many smartphones and tablets.
    a. True
    b. False

ANSWER:	True
POINTS:	1
REFERENCES:	59
	Technical Considerations
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 3:19 PM
DATE MODIFIED:	1/31/2017 3:21 PM

68. Web design experts encourage the creation of separate mobile website versions.
    a. True
    b. False

ANSWER:	False
POINTS:	1
REFERENCES:	60
	Technical Considerations
QUESTION TYPE:	True / False
HAS VARIABLES:	False

Chapter 02: Web Publishing Fundamentals

DATE CREATED: 1/31/2017 3:21 PM
DATE MODIFIED: 1/31/2017 3:22 PM

69. Examples of PII include Social Security numbers, credit card numbers, names, addresses, and telephone numbers.
    a. True
    b. False

ANSWER:	True
POINTS:	1
REFERENCES:	62
	Legal and Privacy Issues
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 3:25 PM
DATE MODIFIED:	1/31/2017 3:26 PM

70. Whereas web usability deals with ensuring access to web-based information, web accessibility involves designing a website that all visitors can use to quickly satisfy their goals.
    a. True
    b. False

ANSWER:	False
POINTS:	1
REFERENCES:	65
	Accessibility and Usability Issues
QUESTION TYPE:	True / False
HAS VARIABLES:	False
DATE CREATED:	1/31/2017 3:26 PM
DATE MODIFIED:	1/31/2017 3:28 PM

Essay

Essay

71. 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:	44-45
	The Interactivity Advantage
QUESTION TYPE:	Essay
HAS VARIABLES:	False
PREFACE NAME:	New Preface

Chapter 02: Web Publishing Fundamentals

TOPICS: Critical Thinking
DATE CREATED: 12/16/2016 2:56 PM
DATE MODIFIED: 12/16/2016 2:56 PM

72. 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: 48-49
                   Balance and Proximity
QUESTION TYPE: Essay
HAS VARIABLES: False
TOPICS: Critical Thinking
DATE CREATED: 12/16/2016 2:56 PM
DATE MODIFIED: 12/16/2016 2:56 PM

73. 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 the content under the headings and subheadings can be hidden until a
                   website visitor clicks on it.
POINTS: 1
REFERENCES: 55=56
                   Scannability
QUESTION TYPE: Essay
HAS VARIABLES: False
TOPICS: Critical Thinking
DATE CREATED: 12/16/2016 2:56 PM
DATE MODIFIED: 12/16/2016 2:56 PM

74. Describe mobile-friendly web design practices. What is the mobile-first strategy?
ANSWER: Most mobile web browsers can identify changes you specify to the website to adapt its content,
                   navigation, and multimedia to the smaller screen size and bandwidth. The most important
                   consideration when creating a mobile-friendly website or applying RWD practices is to simplify the
                   navigation and content to accommodate a smaller screen size and the use of a stylus or touch screen.

                   You can address the bandwidth differences by reducing the number of images, replacing paragraphs
                   with lists, and removing unnecessary or duplicate HTML code. Ensure that interactive website
                   experiences, such as shopping or commenting, are easy to do on a mobile device.
                   Web design experts discourage the creation of separate mobile website versions and recommend
                   responsive web design techniques to create device-independent websites. When working with an
                   older website design, or one that is complex, you can create a mobile version of your website as a

Name: Class: Date:

Chapter 02: Web Publishing Fundamentals

temporary, or easier, choice until you can complete a major redesign of the website.

Mobile-first is a web design trend that encourages web designers to first design for mobile devices, rather than standard laptop or desktop monitor sizes. Mobile-first techniques include RWD principles, as well as other trends such as one-page websites, and expandable or hidden content or navigation.

POINTS:	1
REFERENCES:	60
	Technical Considerations
QUESTION TYPE:	Essay
HAS VARIABLES:	False
TOPICS:	Critical Thinking
DATE CREATED:	1/31/2017 10:49 AM
DATE MODIFIED:	1/31/2017 3:59 PM

75. Define the following as they relate to website privacy issues and data security: PII, encryption, SSL, and cookies.

ANSWER: Many websites, especially e-commerce websites, collect sensitive personally identifiable information (PII), such as Social Security numbers, credit card numbers, names, addresses, and telephone numbers.

To provide security for transmission of personal or confidential information, such as credit card transactions, e-commerce websites use encryption, which prevents unauthorized recipients from reading data. Encryption is a process that encodes data into illegible content. To restore the usability of encrypted data, users apply decryption techniques, which remove the encryption and return data to its original format.

The Secure Sockets Layer (SSL) protocol safeguards and encrypts confidential information as it travels over the Internet. Webpages with the *https://* protocol designation instead of *http://* in their URL use SSL to transmit customers' data.

Websites often use tracking tools to customize a website visitor's session, or to collect a user's personal information. Most often, the tracking occurs without the user's permission or knowledge. When used positively, web tracking tools can make it more convenient for visitors to return to their favorite websites by storing their login data or webpage customization preferences. Web tracking tools also can collect information about a user, such as personal information or website visits, and report that information back to the website owner or to a third party. A common web tracking method is the use of cookies, which are small text files stored on a visitor's hard drive.

POINTS:	1
REFERENCES:	62
	Legal and Privacy Issues
QUESTION TYPE:	Essay
HAS VARIABLES:	False
TOPICS:	Critical Thinking
DATE CREATED:	1/31/2017 10:49 AM
DATE MODIFIED:	1/31/2017 4:03 PM