Web Design Introductory 6th edition Campbell Test Bank

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

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

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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
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16. Which of the following best describes a website's visual identity?
a. An assurance or guarantee that a business offers its customers.

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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
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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.

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

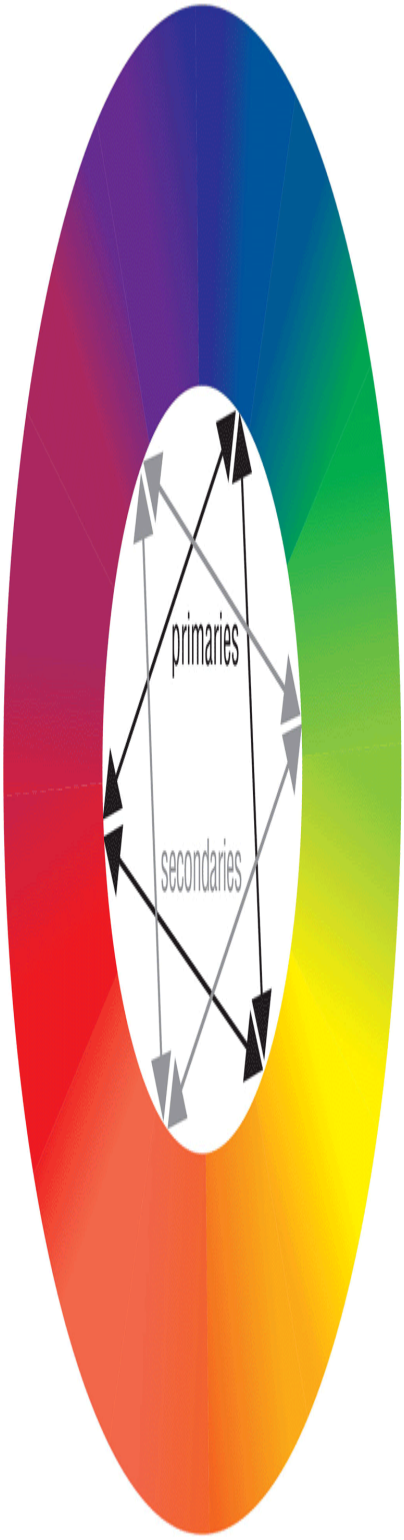
d. Meeting target audience expectations.

ANSWER: c
POINTS: 1
REFERENCES: 51
Unity and Visual Identity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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20. In the color wheel shown below, which colors are the primary colors?

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

ANSWER: a

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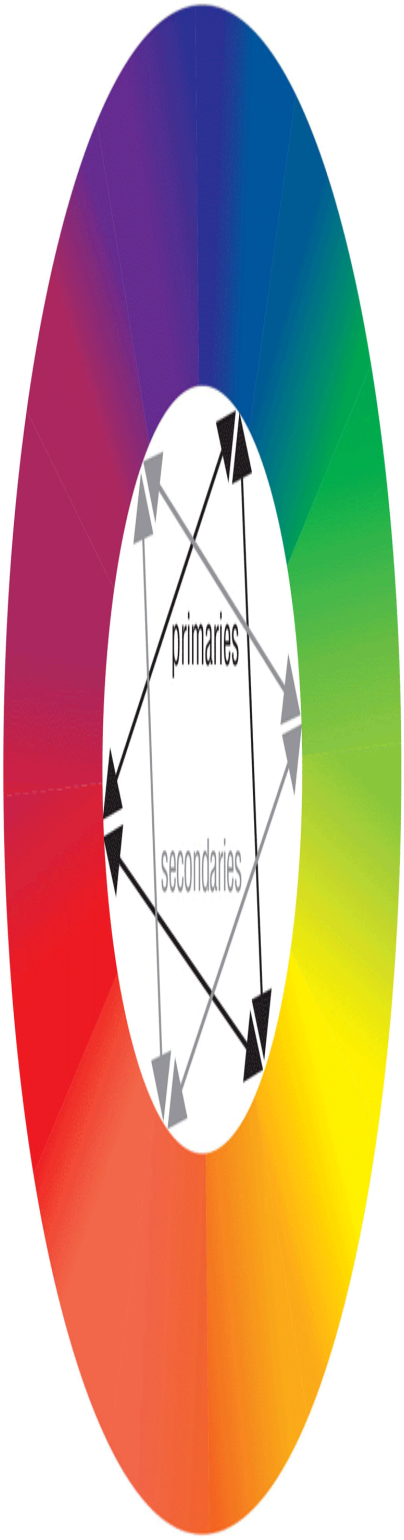
Chapter 02: Web Publishing Fundamentals

POINTS: 1
REFERENCES: 52
The Color Wheel
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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21. In the color wheel shown below, which colors are the secondary colors?

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

ANSWER: b

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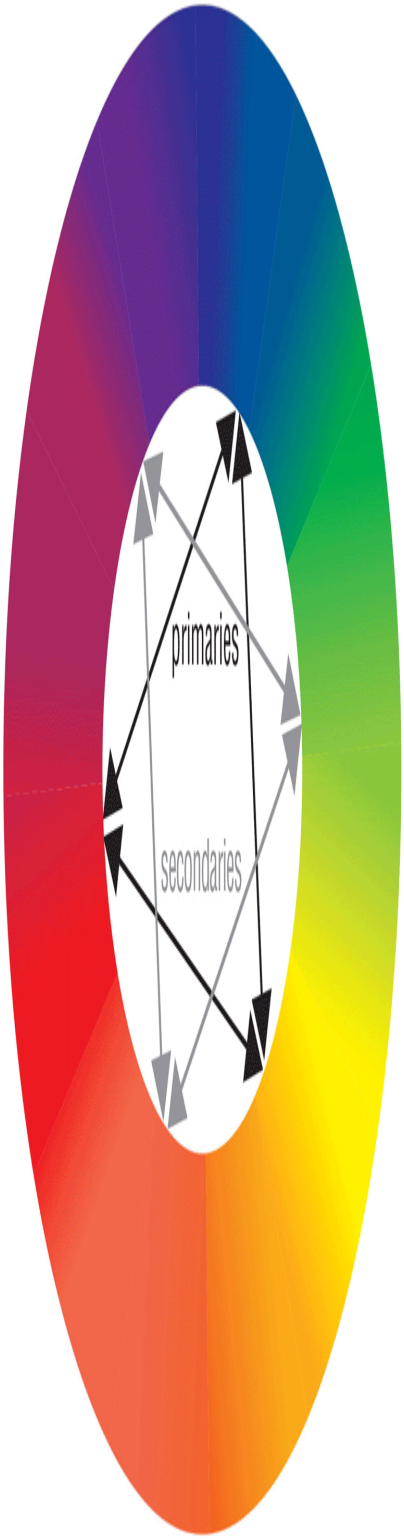
Chapter 02: Web Publishing Fundamentals

POINTS: 1
REFERENCES: 52
The Color Wheel
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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22. In the color wheel shown below, which colors are the cool colors?

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

ANSWER: c

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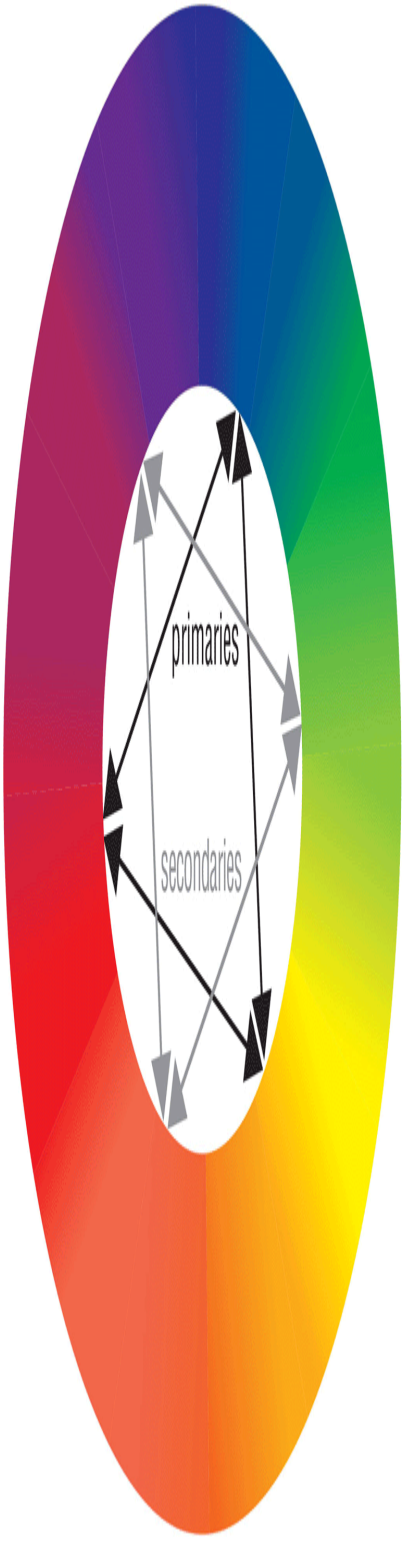
Chapter 02: Web Publishing Fundamentals

POINTS: 1
REFERENCES: 52
The Color Wheel
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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23. In the color wheel shown below, which colors are the warm colors?

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

ANSWER: d

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POINTS: 1
REFERENCES: 52
The Color Wheel
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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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

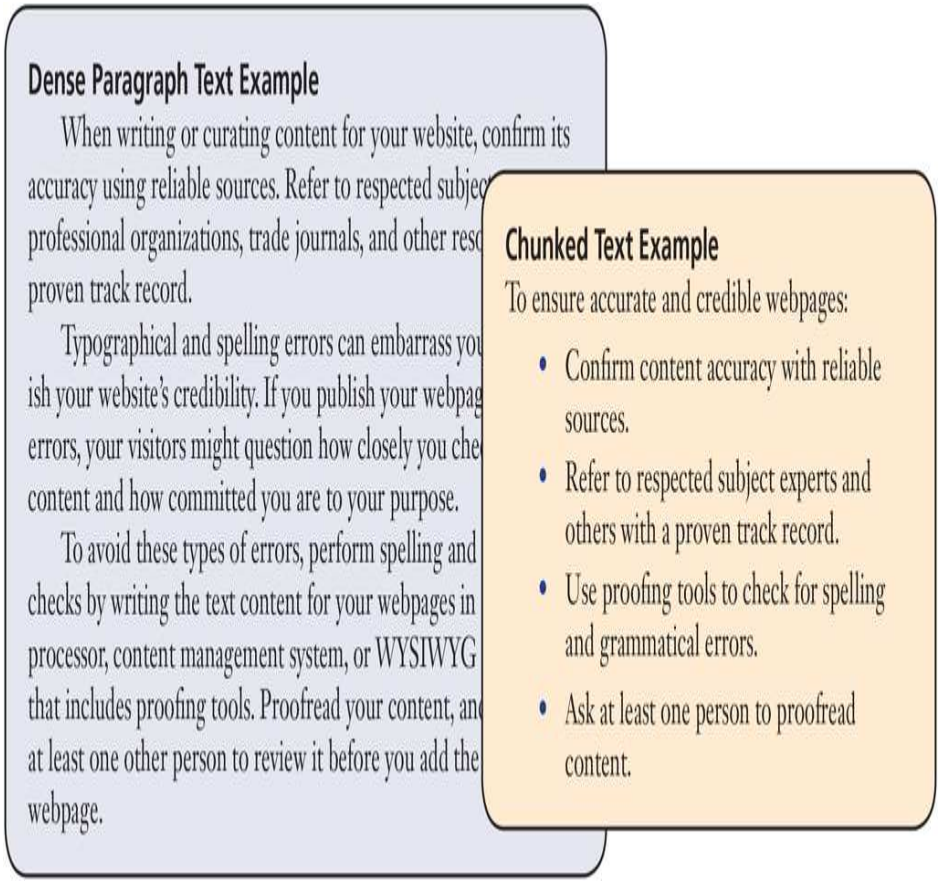
ANSWER: c
POINTS: 1

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

27. 

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

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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.

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

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

a. True
b. False

ANSWER: False

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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
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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

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REFERENCES: 47
Balance and Proximity
QUESTION TYPE: True / False
HAS VARIABLES: False
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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
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54. The use of grids for responsive web design layout ensures pages will adapt to different screen sizes.

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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

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

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b. False

ANSWER: True
POINTS: 1
REFERENCES: 55
Scannability
QUESTION TYPE: True / False
HAS VARIABLES: False
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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
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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

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HAS VARIABLES: False
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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.

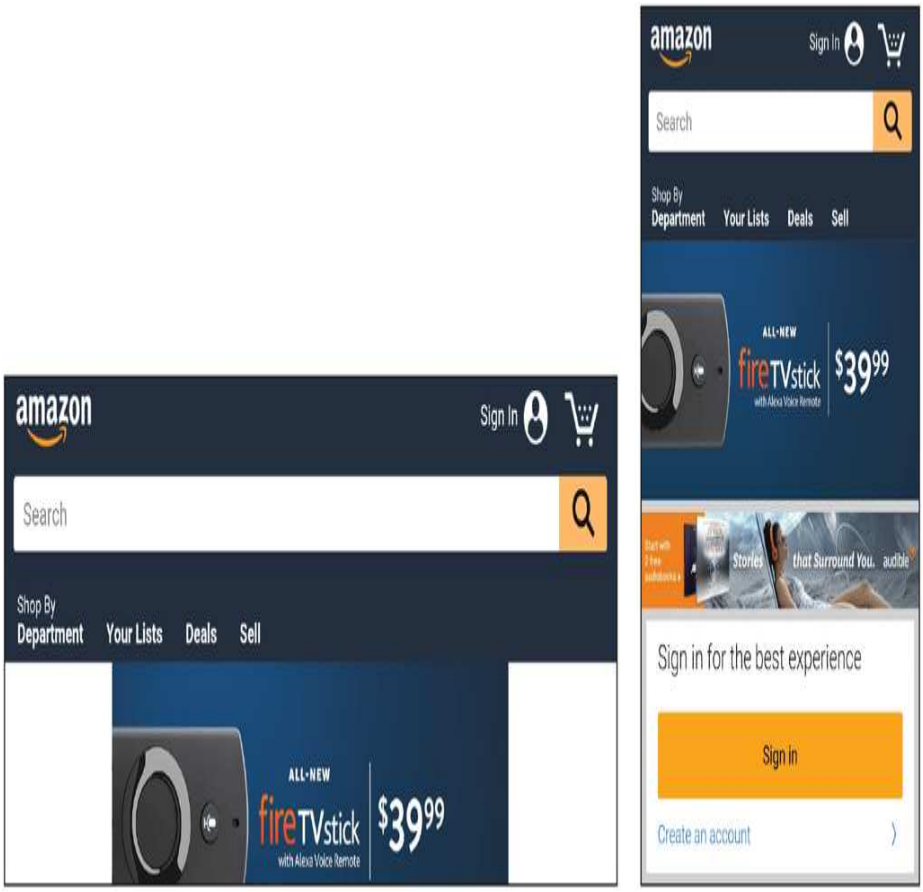
a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: 58
Technical Considerations
QUESTION TYPE: True / False
HAS VARIABLES: False
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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

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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
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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

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

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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
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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
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