

(Ch1) The biggest problem with browsers is that

- a. they interpret markup language differently
- b. they don't utilize jpg images
- c. they require different operating systems
- d. they are difficult to use

(Ch1) What organization behaves as the united nations of the WWW?

- a. ISOC
- b. W3C
- c. IANA
- d. IRTF

(Ch1) HTML code is _____ by a browser

- a. interpreted
- b. executed
- c. compiled
- d. created

(Ch1)What term describes the idea that new versions should not break older releases of the language?

- a. Universality
- b. Degradability
- c. Standardization
- d. Interoperability

(Ch1) What does FTP stand for?

- a. Fast Transfer Protocol
- b. File Transmission Protocol
- c. File Test Position
- d. File Transfer Protocol

(Ch1) What language is primarily used to create web pages?

- a. HTTP
- b. Perl
- c. HTML
- d. TCP/IP

(Ch1) What is the computer called that stores files for the Internet?

- a. a client
- b. a web server
- c. a firewall
- d. a router

(Ch1) What is the domain name of this address:
<http://www.downloads.com/products/pc/index.html>

- a. index.html
- b. <http://www.downloads.com>
- c. www.downloads.com
- d. [downloads.com/products](http://www.downloads.com/products)

(Ch1) HTML embodies what characteristic?

- a. Degradability
- b. Proprietary
- c. Interactivity
- d. Complexity

(Ch1) The web browser is a _____.

- a. Server program
- b. Protocol
- c. Client Program
- d. Search Spider

(Ch1) What is one of the design principles that guide the W3C's activities?

- a. Interoperability
- b. Simplicity
- c. Centralization
- d. Stability

(Ch1) Which protocol specified how to access and transfer files on the WWW?

- a. HTML
- b. HTTP
- c. PERL
- d. W3C

(Ch1) What are the three concepts that make up the model for web development?

- a. structure, behavior, interactivity
- b. presentation, structure, behavior
- c. presentation, structure, universality
- d. degradability, universality, behavior

(Ch1) What is SGML?

- a. a server
- b. the source code for html
- c. a protocol
- d. the language that HTML is based on

(Ch1) What protocol transfers files created by a web designer to the web server?

- a. FTP
- b. TCP
- c. POP3
- d. ISDN

(Ch1) Which of the following is NOT a protocol?

- a. TCP
- b. IP
- c. FTP
- d. HTML

(Ch1) Which was the FIRST graphical browser released?

- a. Netscape Communicator
- b. Opera
- c. Mosaic
- d. Netscape Navigator

(Ch1) Which organization is responsible for assigning IP addresses?

- a. IANA
- b. ISOC
- c. IETF
- d. W3C

(Ch1) What set of rules allow computers on a network to talk to one another?

- a. Markup Language
- b. Hypertext
- c. Protocol
- d. None of the above

(Ch1) Which of the following is not one of the W3C's goals for the WWW?

- a. Semantic Web
- b. Incompatibility
- c. Web of Trust
- d. Universal Access

(Ch1) What protocol provides features for addressing?

- a. IP
- b. HTTP
- c. FTP
- d. URL

(Ch1) What is the critical component that Tim Berners-Lee developed that led to the World Wide Web?

- a. Way of giving everything a uniform address
- b. Protocol for transmitting linked bits of information
- c. Language for encoding information
- d. All of the above

(Ch2) What are the two types of images?

- a. Vector & bitmap
- b. Vector & Berzier
- c. Bitmap & GIF
- d. JPEG & WAV

(Ch2) The head tag is contained within the title tag.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch2) What three colors generate color on a computer screen?

- a. red, yellow, blue
- b. Cyan, magenta, yellow
- c. Red, green, blue
- d. Red, gray, blue

(Ch1) What is the most widely used Internet service?

- a. Gopher
- b. FTP
- c. Instant Messenger
- d. E-mail

(Ch1) Which protocol allows a user to save messages in a server mailbox?

- a. SMTP
- b. POP3
- c. UDP
- d. HTTP

(Ch2) The user will see all the information contained within which tags?

- a. title
- b. body
- c. html
- d. text

(Ch2) How many colors or patterns is a GIF image limited to?

- a. 16
- b. 256
- c. 1216
- d. unlimited

(Ch2) What are some interactive elements of a website?

- a. Color, images, animations
- b. HTML forms, e-mail, Java applets
- c. HTML forms, animations, e-mail
- d. HTML forms, JavaScripts, images

(Ch2) Which tag provides keyword information about the content of that page to search engines?

- a. body
- b. head
- c. meta
- d. title

(Ch2) What kind of link is `MyPage`?

- a. Absolute
- b. Dynamic
- c. Relative
- d. Frameset

(Ch2) What can be used to control the layout and positioning of web page elements?

- a. Tables & links
- b. Frames & lists
- c. Links & frames
- d. Tables & frames

(Ch2) Which audio type takes the least amount of storage on a disk?

- a. AVI
- b. AIFF
- c. MP3
- d. WAV

(Ch2) Which attribute is required to complete the anchor element?

- a. alt or href
- b. name or alt
- c. anchor or href
- d. name or href

(Ch2) Which tag & attribute are used to create a hyperlink?

- a. `<a href>`
- b. `<link>`
- c. `<link href>`
- d. `<anchor link>`

(Ch2) What attribute in the image tag is required to direct the HTML to get the image?

- a. href=
- b. src=
- c. get=
- d. none of the above

(Ch2) Which format would be chosen when creating an image to be put on a web page?

- a. AIFF
- b. PSD
- c. JPEG
- d. WAV

(Ch2) Which of the following will display the guitar.gif file on the web page if the file is located in the images folder, which is in the same directory as the HTML document?

- a. ``
- b. ``
- c. ``
- d. ``

(Ch2) Vector graphics use _____.

- a. Bitmap curves
- b. Mosaic of light
- c. Bezier curves
- d. Raster graphics

(Ch2) Which order would the HTML tags be used in when creating an HTML shell?

- a. <html> </html> <head> </head> <title> </title> <body> </body>
- b. <html> </html> <head> <body></body> </head> <title> </title>
- c. <html> <head> <title> </title> </head> <body> </body></html>
- d. <html> <head> </head> <title> </title> <body> </body></html>

(Ch2) bgcolor in <body bgcolor="blue" is a(n)_____?

- a. element
- b. style
- c. attribute
- d. tag

(Ch3) Which approach to coding gives you the least control over HTML code?

- a. using HTML conversion utilities
- b. Using WYSIWYG editors
- c. Using Text editors
- d. Both A & B

(Ch3) Which tool provides for the cleanest code?

- a. Notepad
- b. FrontPage
- c. Conversion Tools
- d. Dreamweaver

(Ch3) Adobe LiveMotion & Macromedia Flash are examples of what?

- a. Animation applications
- b. Bitmap Graphics applications
- c. Video applications
- d. HTML editors

(Ch2) The information in this tag does not appear in the body of the HTML page.

- a. title
- b. img
- c. body
- d. html

(Ch2) How many colors are available for the designer to use in the browser safe palette?

- a. 228
- b. 128
- c. 16
- d. 216

(Ch3) Which of the following are WYSIWYG editors?

- a. Adobe GoLive & Macromedia Free Hand
- b. Microsoft FrontPage & Adobe LiveMotion
- c. Microsoft FrontPage & Macromedia DreamWeaver
- d. Interleaf & the ANT

(Ch3) Clean code is free of unnecessary tags

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch3) Which statement is the most important when creating a web-site?

- a. use good web design software
- b. use a text editor
- c. use clean code
- d. use a WYSIWYG

(Ch3) What is an advantage of hand-coding your web page?

- a. it takes more time to create a web page
- b. it is easier to create a web page
- c. you have full control over the code
- d. there are creativity limitations when creating a web page

(Ch3) Which application is used to edit bitmap images

- a. Corel Draw
- b. Adobe Illustrator
- c. Adobe Photoshop
- d. Macromedia Freehand

(Ch3) WYSIWYG editors support CSS.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch4) What term determines how much detail needs to be presented?

- a. scope
- b. deliverables
- c. proposal
- d. requirements documents

(Ch4) What is another term for a database-driven website?

- a. static
- b. dynamic
- c. hard-coded
- d. intermediary

(Ch3) In what format will a tool used to create animated vector graphics for the web most likely export files?

- a. GIF
- b. PNG
- c. SWF
- d. VEC

(Ch3) What is the term used to describe code filled with unnecessary tags?

- a. Padded
- b. Markup
- c. WYSIWYG
- d. Fat

(Ch4) Which of the following are needed before submitting a proposal to the client

- a. scope definition
- b. audience definition
- c. competition survey
- d. all of the above

(Ch4) The _____ is the person who is responsible for designing a website.

- a. master
- b. designer
- c. client
- d. developer

(Ch4) Which document do you present to the client with the concept on how you envision the website meeting the clients needs?

- a. contract
- b. flow chart
- c. proposal
- d. final website

(Ch4) What is one of the most common file names for the home page on a website?

- a. file.html
- b. home.html
- c. index.html
- d. index.home

(Ch4) The _____ is the person who hires you to create a website.

- a. designer
- b. master
- c. client
- d. developer

(Ch4) What phase encompasses the testing of a website so that it is free of errors and is easy to use?

- a. proposal development
- b. pre-production phase
- c. post-production phase
- d. production phase

(Ch4) Which development procedure communicates status and tracks progress most effectively?

- a. Interim deliverables
- b. project team
- c. project milestones
- d. scope planning

(Ch4) The ____ generates ideas for the content and design of the website

- a. initial meeting
- b. proposal meeting
- c. brainstorming session
- d. scope definition

(Ch4) What is the file naming convention for image, sound, and video files?

- a. three character extension
- b. lowercase
- c. both A & B
- d. Neither A or B

(Ch4) Before the initial meeting, which of the following must you do?

- a. research the client's business
- b. prepare a brief presentation
- c. prepare an agenda for the meeting
- d. all of the above

(Ch4) What is a routine set of tasks repeated many times over?

- a. Process
- b. project
- c. phase
- d. milestones

(Ch4) You must obtain the clients signature on which of the following documents?

- a. requirements documents
- b. proposal
- c. contract
- d. all of the above

(Ch4) What do you create to determine how a user will navigate and use the interface?

- a. informational architecture
- b. requirements document
- c. task sequencing
- d. scope definition

(Ch4) What term describes the analysis of activity sequences and durations?

- a. task sequencing
- b. schedule development
- c. resource planning
- d. scope definition

(Ch4) When does the web designer assess the needs of the client?

- a. The audience definitions
- b. The initial meeting
- c. The proposal
- d. The competition survey

(Ch4) When creating a website, who is the most important member of the project team?

- a. project manager
- b. web designer
- c. client
- d. no one

(Ch4) The organization of content is referred to as information architecture

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch4) You need to look at the competitors sites as part of determining the scope of the website

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch4) Which of the following is contained within the requirements document?

- a. List of what you need from the client
- b. summary of client's intentions & goals
- c. List of what you will do for the client
- d. All of the above

(Ch4) What is the goal of your design for the client's website?

- a. to meet the needs of the client
- b. to create a site using the latest technology
- c. to create a site that is innovative and unusual
- d. to showcase cutting edge GUI design

(Ch4) How your client defines the audience of the website will not have a significant impact on how you design.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch4) The production phase uploads the site to the server and tests it.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch4) You should let the client know from the beginning of the process that his/her input is essential for the project to succeed.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch5) Arial is what type of font?

- a. serif
- b. san serif
- c. italic
- d. none of the above

(Ch5) Content should be clear and concise to hook users when they first enter the website.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch5) Headlines are examples of _____.

- a. content surfacing
- b. stickiness
- c. simplicity
- d. contrast

(Ch5) Hypertext connects web pages.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch5) Navigation can be affected by the type of browser used.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch5) Both tables and frames can be used to lay out the structure of a web page.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch5) Frames enable the web designer to divide the browser display area into sections.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch5) How a browser interprets tags affects how a web page appears.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch5) If the font on the clients website is not installed on a user's computer, what will happen?

- a. the browser will supply the font.
- b. the default font will be displayed
- c. the text will not be displayed
- d. the fonts will be automatically downloaded.

(Ch5) One of the ways to hook users is to have the home page load quickly and properly?

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch5) The separation of _____ from _____ is a fundamental ideology that the new forms of web markup languages are embracing.

- a. structure; content
- b. style; content
- c. interactivity; content
- d. hypertext; content

(Ch5) The web is a type of media that allows for user interactivity?

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch5) Using a large palette of colors is one way to unify and enhance a design.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch5) What design principle does the use of a button with a shopping cart illustrate?

- a. Clarity
- b. Consistency
- c. Contrast
- d. Simplicity

(Ch5) What is the design principle used when large, bold text is placed in the center of a page?

- a. Clarity
- b. contrast
- c. emphasis
- d. structure

(Ch5) The W3C presents CSS as a standard so that designers can control layout

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch5) Users easily adapt to different navigational techniques?

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch5) What allows areas on a web page to remain static?

- a. tables
- b. frames
- c. style sheets
- d. stickiness

(Ch5) What design principle makes it easier for the user to navigate?

- a. Clarity
- b. Consistency
- c. Structure
- d. all of the above

(Ch5) What is the primary difference between print and web publication?

- a. more colors can be used in web publications
- b. print publication is easier to maintain with current information
- c. web publication allows for user interactivity
- d. print publication is more easily searched

(Ch5) Which event is an example of a browser inconsistency problem?

- a. a graphic doesn't display
- b. table borders are not displayed
- c. the use of red from the web-safe color palette appears as maroon
- d. a serif font appears as sans serif font

(Ch5) Which of the design principle(s) would positioning the standard navigation bar in the same place on every page best illustrate?

- a. emphasis
- b. consistency
- c. structure
- d. simplicity

(Ch5) Which practice demonstrates the most effective use of good web design principles?

- a. displaying large amounts of text on one page
- b. using similar colors for text and background
- c. maintaining consistency in navigation
- d. using as little negative space as possible

(Ch6) What questions should an effective navigation scheme answer for users on each page of the website?

- a. Where am I? How did I get here? How do I get back?
- b. Where am I? What can I do here? How do I get back?
- c. Where am I? Where can I go from here? How do I get back?
- d. What can I do here? How did I get here? How do I get out of here?

(Ch6) What is an effective use of typeface for web publications?

- a. use at least five different font faces for each web page
- b. use the smallest typeface that can be read on the screen
- c. Use as much white space as possible
- d. space characters together

(Ch5) Which of the following is a factor that affects a web page's appearance?

- a. resolution of monitor
- b. size of color palette supported
- c. how a browser interprets tags
- d. all of the above

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- a. resolution of monitor
- b. size of color palette supported
- c. how a browser interprets tags
- d. all of the above

(Ch5) Which WWW feature interconnects related web pages?

- a. URL
- b. Mouse Pointer
- c. Underlined text
- d. Hypertext

(Ch6) What term describes the trashcan on a Macintosh desktop?

- a. application imagery
- b. metaphor
- c. branding
- d. structure

(Ch6) What is considered a template for where elements on a web page will be placed?

- a. information architecture
- b. style sheets
- c. Page layout
- d. GUI

(Ch6) Which of the following is a good design practice?

- a. Scattering graphic links throughout the page
- b. Using at least 20 links per page
- c. Using the company logo as a link to the home page
- d. Having at least one 50K image on every page

(Ch6) The GUI is the combination of the surface appearance and the interactive features of a web page

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch6) All of the following are good practices EXCEPT:

- a. Respond to user action within one second
- b. Load enough of the page so that users can start reading or navigating within 8.5 seconds
- c. Download graphics before text.
- d. Warn the user beforehand that the download might be slow.

(Ch6) What is the most popular way to enhance navigation?

- a. Rollovers
- b. Image maps
- c. Scroll bars
- d. Pull down menus

(Ch6) Why do web designers use established client's style guides?

- a. To ensure clarity
- b. To ensure clarity
- c. To ensure simplicity
- d. To ensure consistency

(Ch6) Which of the following statements illustrates best practices for usability?

- a. features should not be conventional
- b. If features are not familiar, give a detailed description of how they work
- c. Depend on graphics to convey important navigation information
- d. Features should be obvious and elements should work as expected

(Ch6) What is the difference between navigation & usability in the GUI of a website?

- a. Usability defines how information is accessed. Navigation defines how easily it is accessed
- b. Navigation defines how information is accessed. Usability defines how easily it is accessed.
- c. Navigation is more important to the interface
- d. Usability is more important to the interface

(Ch6) A navigational element that appears on every page of the website is an example of _____.

- a. Global navigation
- b. Parallel navigation
- c. Local navigation
- d. Remote navigation

(Ch6) What is the most visible part of the web page?

- a. layout
- b. style
- c. Navigation
- d. GUI

(Ch6) Why are images sliced?

- a. To achieve a better compression rate
- b. To create hot spots
- c. So that each slice is a separate HTML file
- d. To create rollovers

(Ch7) Which of the following is an assistive technology developed for visually impaired users?

- a. Screen reader
- b. Screen Magnifier
- c. Refreshable Braille display
- d. All of the above

(Ch7) When creating a button to stop an animation, which of the following is the best way to illustrate this to a global audience?

- a. Use a picture of a red, octagon stop sign
- b. Use a picture of a hand with palm exposed
- c. Use the word stop
- d. None of the above

(Ch7) Which statement would be a best practice when designing web pages for an international audience?

- a. always use symbols rather than words
- b. it is better to use words than symbols
- c. if you use symbols, make sure they are universally recognizable
- d. Both B & C

(Ch7) Why should you always use a person to translate a website from one language to another?

- a. Translation software does a literal translation
- b. A human translator does a literal translation
- c. A human translator promotes ambiguity
- d. It is more economical to use a human translator

(Ch8) What is the process that analyzes light and dark areas in order to identify letters and numerals?

- a. TWAIN
- b. OCR
- c. DPI
- d. PPI

(Ch7) Which of the following DOES NOT improve accessibility?

- a. Using style sheets
- b. using frames
- c. designing for device and independence
- d. creating a logical tab order

(Ch7) All of the following improve accessibility to a website EXCEPT:

- a. Design for ease of comprehension
- b. Design for device dependence
- c. Proper use of markup and style sheets
- d. Providing a clear navigation mechanisms

(Ch7) All symbols are global.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch7) Which of the following would make your website easier for a disabled viewer to use?

- a. Use brighter colors for those that are colorblind
- b. Use only black and white so that all viewers see the same thing
- c. Create alternative pages for various types of disabilities and use link tags to get there
- d. Use lots of sound so that a visually impaired viewer can hear what is written in text

(Ch8) If the original image is a GIF, the download time will actually increase if it is sliced

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch8) Which of the following allows a scanned image to be placed directly into an application?

- a. OCR
- b. PICT
- c. TIFF
- d. TWAIN

(Ch8) File sizes for bitmap-based graphics can be much smaller than file sizes for vector-based graphics.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch8) What does DHTML stand for?

- a. Disco Hyper Text Mixing Lingo
- b. Dynamic Hyper Text Markup Language
- c. Digital Hyper Text Markup Language
- d. Digital Hyper Terminal Manipulation Language

(Ch8) Which type of animation downloads program code, which a plug-in on the user's computer uses to create and animate the graphic?

- a. Animated GIF
- b. SWF animation
- c. Dynamic HTML
- d. Java applet

(Ch8) Which type of software would you choose to draw highly detailed technical and architectural plans?

- a. Vector-based
- b. Bit-map based
- c. Both
- d. Neither

(Ch8) What is de-skewing a picture?

- a. reducing noise in it
- b. straightening it
- c. removing scratches
- d. adjusting its focus

(Ch8) What is an option to reduce the download time of an animation?

- a. Deliver it streaming
- b. create animation from a single graphic
- c. both A & B
- d. There are no ways to reduce the download time of an animation

(Ch8) What is DHTML?

- a. A web page that loads graphics faster than traditional HTML
- b. JavaScript embedded within HTML that tells it to move graphics
- c. A Java Applet
- d. The markup language only for a dynamic website

(Ch8) Which of the following is a bit-map based software?

- a. CorelDraw
- b. Macromedia Fireworks
- c. Adobe Photoshop
- d. Apple QuickTime

(Ch9) When setting up an e-commerce site, which of the following is critical to ensure users that their information is safe?

- a. Integrity
- b. Authentication
- c. Non-repudiation
- d. All of the above

(Ch9) What indicates to a user that they are on a secure site?

- a. https
- b. http
- c. lock or key
- d. Both A & C

(Ch9) If you create a menu with three rollover buttons, each with 4 states, how many images would you need to create?

- a. 3
- b. 4
- c. 7
- d. 12

(Ch9) Which is the best method for creating forms?

- a. Use Java
- b. Use Frames
- c. Use Tables
- d. Use Dynamic HTML

(Ch9) If you cannot import a scanned image using the TWAIN interface, you should save your images in which formats?

- a. GIF, JPEG, or PNG
- b. TIFF, PICT, or BMP
- c. MIDI, AIFF, or WAV
- d. FLA, SWF, or QT

(Ch9) What can be created with CSS and does not require an additional download?

- a. Flash animations
- b. Animated GIFs
- c. Rollovers
- d. Java Applets

(Ch9) What is encrypted data referred to as?

- a. Unicode text
- b. Encoded text
- c. Plaintext
- d. Ciphertext

(Ch9) What should you use to prevent spammers' spiders from getting e-mail addresses of users?

- a. JavaScript
- b. a Firewall
- c. Unicode text
- d. ASCII text

(Ch9) Which virtual-reality method offers the most freedom and flexibility and the best playback speeds?

- a. Seaming
- b. Avatar
- c. Pre-rendered
- d. Render-on-the-fly

(Ch9) Which of the following formats can incorporate audio and video directly within the file?

- a. SWF
- b. QuickTime
- c. JavaScript
- d. Java Applets

(Ch9) How do users interact with web pages?

- a. Click the hyperlinks
- b. View the images
- c. Read the content
- d. All of the above

(Ch9) What distinguishes interactivity from animation?

- a. Interactivity is a one-way method of communication
- b. Interactivity is a two-way method of communication
- c. Animation is a two-way method of communication
- d. They are essentially the same thing

(Ch9) Which of the following is an example of an event handler triggered by a browser action?

- a. Clicking a hyperlink
- b. Loading the page
- c. Clicking the mouse button
- d. Pressing the Enter Key

(Ch10) What is stickiness dependant on?

- a. How the site best serves the user
- b. Content that is updated
- c. Both
- d. Neither

(Ch10) Which of the following should you do at the beginning of usability testing?

- a. Give the participants information about the company
- b. Keep instructions simple
- c. Give the participants hints
- d. Guide the participants through the site.

(Ch10) Which of the following is a common HTML code mistake?

- a. Title bar does not correspond with page content
- b. Lack of alt attributes in image tags
- c. Open tags
- d. All of the above

(Ch9) Which of the following should be avoided when developing a web site

- a. consistent navigation
- b. long scrolling pages
- c. many animations
- d. both B & C

(Ch9) Why should framed pages be avoided when designing a web site?

- a. frames are not easily read by search engines
- b. frames can make printing difficult
- c. frames can have inconsistent navigation
- d. All of the above

(Ch10) Why is it so important to check for errors in alt text?

- a. The image spreads out when loaded.
- b. Disabled users could experience difficulty
- c. The link could be broken
- d. all of the above

(Ch10) What type of testing evaluates how well the participant completes a given task?

- a. Get it
- b. Key task
- c. Cubicle
- d. All of the above

(Ch10) What is a program that checks HTML code for mistakes?

- a. validator
- b. Link manager
- c. WYSIWYG
- d. All of the above

(Ch10) How can you check for broken images?

- a. validator
- b. Link manager
- c. Turn off images
- d. Hold down the mouse to View this image

(Ch10) What can you do to reduce the size of an image file?

- a. Load an interlaced image
- b. Reduce the physical size of an image
- c. Cache images
- d. Reduce the HTML code on the web page

(Ch10) Which of the following should be part of your site-wide consistency check?

- a. Images are well suited to the message
- b. Text has an appropriate voice
- c. Navigational elements are in the same place from page to page
- d. All of the above

(Ch10) How can you control what the browser displays first?

- a. Cache images
- b. Use tables
- c. Use only interlaced images
- d. You have no control

(Ch10) Which of the following minimizes download time for web pages?

- a. Reusing image files throughout the website
- b. Using CSS
- c. Reducing HTML code
- d. All of the above

(Ch10) Which of the following will keep the website fresh?

- a. Update content
- b. Monitor competitor's sites
- c. Design for stickiness
- d. All of the above

(Ch10) What is the most important concept in usability testing?

- a. Test as many people as possible
- b. Test often
- c. Use an experienced usability expert
- d. Test only after the website is completed

(Ch10) Why should you slice an image?

- a. To save each slice in a different compression format
- b. To create image maps
- c. To fit an image into a table
- d. All of the above

(Ch10) What would happen if you deleted outdated pages?

- a. Links from other pages would need to be changed.
- b. Users would not be able to access the site from their bookmarks
- c. Links from other sites would not work
- d. All of the above

(Ch10) You should test more people less often than fewer people more often.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch10) There is no need to carefully read your web pages because validators and spell checkers in WYSIWYG editors will catch all errors.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch10) The use of CSS reduces download time because it generally reduces the HTML code in layout tables and navigational elements

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch11) What is the exclusive ownership interest in an artistic or literary work?

- a. Patent
- b. Copyright
- c. Trademark
- d. All of the above

(Ch11) How do you test if a website is accessible?

- a. Turn off scripts
- b. Turn off images
- c. Turn off video, audio & animations
- d. All of the above

(Ch11) What protocol does a web server use to send files across the Internet?

- a. HTML
- b. HTTP
- c. FTP
- d. IP

(Ch10) Slices cannot be saved in different graphic formats.

- a. TRUE
- b. FALSE
- c. ?
- d. ?

(Ch11) What information should you include in the privacy policy?

- a. Type of personal information that will be collected
- b. How personal information will be used
- c. If personal information will be shared with others
- d. All of the above

(Ch11) What is the term for a company that houses a client's web server?

- a. Internet Service Provider
- b. Collocating
- c. Server farms
- d. All of the above

(Ch11) Which of the following statements is true if you cite the source of material you quoted?

- a. You must pay for the material
- b. You cannot use the material
- c. You might use the material
- d. None of the above

(Ch11) Which law has been broken if an image is reproduced without permission on a website?

- a. Trademark
- b. Copyright
- c. Ownership
- d. Free Speech

(Ch11) Which law has been broken if a new image is created that is nearly identical to an existing logo?

- a. Trademark
- b. Copyright
- c. Ownership
- d. Free Speech

(Ch11) Which of the following parts of your web pages determine the ranking of your site by search engines?

- a. Body copy & Keywords
- b. Page titles and filenames
- c. Alt attributes for images
- d. All of the above

(Ch11) Which top-level domain usually indicates an educational institution in the United States

- a. .com
- b. .edu
- c. .org
- d. .net

(Ch11) What is the term for paying by how many times the ad is displayed each month?

- a. Flat fee
- b. Click through
- c. CPM
- d. Page impressions

(Ch11) What must be true for SSL to work?

- a. The user's computer must support SSL
- b. The user's browser must support SSL
- c. The user's computer and the web server must support SSL.
- d. The user's browser and the web server must support SSL

(Ch11) What does a collocating service usually offer?

- a. Bandwidth
- b. Security
- c. Full-time support team
- d. All of the above

(Ch11) What are some free or inexpensive ways to market the site?

- a. Web rings and banner exchanges
- b. Web rings and co branding
- c. E-mail and print advertising
- d. Newsgroups and CPM

(Ch11) Which of the following can be used by search engines to rank web pages?

- a. Page generator & Meta tags
- b. Domain name & scripting type
- c. Keywords and page title
- d. meta tag description & file extensions

(Ch11) Which of the following is a non-profit company that awards privacy seals to websites?

- a. COPPA
- b. TRUSTe
- c. FTC
- d. W3C

(Ch11) SSL uses both encryption and authentication to secure data.

- a. TRUE
- b. FALSE
- c.
- d.

(Ch11) Which of the following is a typical connection for a small business?

- a. Frame Relay
- b. T-1
- c. DSL
- d. All of the above

- a.
- b.
- c.
- d.

- a.
- b.
- c.
- d.

- a.
- b.
- c.
- d.

- a.
- b.
- c.
- d.

(Ch11) What features on a website would make it wise to consider buying as much bandwidth as the client can afford?

- a. Lots of multimedia
- b. Text-only pages
- c. Accessibility features
- d. All of the above

- a.
- b.
- c.
- d.

- a.
- b.
- c.
- d.

- a.
- b.
- c.
- d.

- a.
- b.
- c.
- d.