**Web Design & Development**

**True or False**

1. The Web Developer is primarily responsible with how the site looks.

2. Most who call themselves Webmasters possess a mastery of all parts of web design and

development.

3. One of the Web Designer’s primary concerns is to evoke a specific impression in the user’s mind

about the site.

4. Web Directors have the highest level of web skills.

**Choose the best answer.**

5. Another name for a web developer is a …

a. Web Programmer

b. Web Designer

c. Webmaster

d. Web Director

6. Someone who can design, develop, and maintain a web site is a …

a. Web Programmer

b. Web Designer

c. Webmaster

d. Web Director

7. Someone who builds and plans the visual interface of the web site is the …

a. Web Programmer

b. Web Designer

c. Webmaster

d. Web Director

8. Someone who will need to have great personnel management and administrative skills is the …

a. Web Programmer

b. Web Designer

c. Webmaster

d. Web Director

9. The foundation language that every web developer must know is…

a. JavaScript

b. C++

c. SQL

d. HTML

10. Password protection, on-line purchasing, and searchable directories all require the skills of a …

a. Web Programmer

b. Web Designer

c. The Webmaster

d. Web Director

**True or False**

11. The final step building a web site is to “Construct the Site”.

12. It is not a good idea to let people test your site out before you place it online.

13. It is essential to find out the age percentages of your target audience.

**Choose the best answer.**

14. In this step, you should story board or map out your site.

e. Determine the Problems, Define the Purpose/Goals

f. Gather Info & Research

g. Shape Solution

h. Gather Assets

15. In this step, you might be taking digital photos to place on the site.

a. Determine the Problems, Define the Purpose/Goals

b. Gather Info & Research

c. Shape Solution

d. Gather Assets

16. In this step, you might perform and in-depth interview with your client to learn about all

aspects of their business.

a. Determine the Problems, Define the Purpose/Goals

b. Gather Info & Research

c. Shape Solution

d. Gather Assets

17. In this step, you will determine the content placed in the site.

a. Gather Info & Research

b. Shape Solution

c. Gather Assets

d. Construct the Site

18. In this step you should identify and understand your target audience.

a. Gather Info & Research

b. Shape Solution

c. Gather Assets

d. Construct the Site

19. In this step, you should choose which technologies you are going to use in the site.

a. Gather Info & Research

b. Shape Solution

c. Construct the Site

d. Test, Improve, Test, Improve, Etc.

20. In this step you should make sure all the links are working properly.

a. Gather Info & Research

b. Shape Solution

c. Construct the Site

d. Test, Improve, Test, Improve, Etc

21. The \_\_\_\_\_\_\_\_\_\_\_ on the home page should be placed in a highly visible location.

a. Title

b. Text

c. Links

d. Logo

22. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on the home page should summarize the purpose of the site.

a. Title

b. Text

c. Tag Line

d. Links

23. Which is an annoying feature to people who visit your site regularly?

a. Tag Line

b. Links

c. Animated Intros

d. Large Images

24. You should never…

a. Use more than 3 colors on your home page

b. Welcome visitors to your home page

c. Worry about scrolling

d. Use a solid background color

25. Invisible tables should be used to …

a. display numerical data

b. set the background color

c. hold all elements of a web page in place

d. hold the title of the page

26. Concerning scrolling, you should …

a. keep it to a minimum

b. use scrolling as much as possible

c. use only horizontal scrolling

d. not worry about it

27. Web page backgrounds should …

a. be multi-colored

b. always be an image

c. be a solid color

d. be used twice on each page

28. Which is not one of the 5 steps of image optimization.

a. Crop

b. Resize

c. Adjust the Saturation

d. Adjust the Brightness and Contrast

29. Before they are placed on your page, photos should be saved or exported in which of the following

formats?

a. .gif

b. .jpg

c. .bmp

d. .tif

30. You should \_\_\_\_\_\_\_\_\_\_\_ background music for your web page.

a. choose appropriate

b. always use

c. never use

d. use soft

31. Which file format should be used for solid colored images?

a. .jpg

b. .bmp

c. .tif

d. .gif

32. Which should you never use in a web page?

a. Navigation Banners

b. Animated Gifs

c. Videos

d. Flash

33. Which color should links be?

a. red

b. green

c. yellow

d. blue

34. Which is not true of using text on a web page?

a. Don’t use a variety of type faces or fonts

b. Text longer than a sentence should not be centered

c. Don’t use a scrolling marquee

d. Use only Times New Roman or Arial font

35. Which question does not need to be asked when trying to identify your target audience?

a. What is the bandwidth used by visitors?

b. How computer savvy are they?

c. What geographic location are they logging on from?

d. What will bring them back to the site after they have left?

**True or False**

36. You can use copyrighted material on your web site as long as it is only on one page.

37. You should always place as much content as close to your home page as possible.

38. Since Internet Explorer is the most common browser, it is okay for it to be the only browser in which

you test your pages.

39. The home page should be filled will decorative graphics, even if it does not relate to the content of the site.

40. You should never design a web page that is wider than 600 pixels.