

Web Design Specialist Practice Exam

Progress: 100%

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Exit

Hide Question Responses

Show All Responses

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Question 1

Karli's Krunchies is an online candy shop. The shop's offerings are continually expanding, and Karli would like to make sure that customers can always see all the items that are available. Why would creating an ASPX page and connecting to a database be a good way for Karli's Web site to present the available products?

You answered: By connecting to a database, Karli can be sure that every time the browser renders the ASPX page, the most current data will display.

Pages featuring dynamic content are commonplace today, and it is likely that you will need to display database data on one or more of your pages. With Expression Web, you can connect to, display and manipulate data stored in SQL databases, Oracle databases, Microsoft Access databases, and XML data stores. Suppose your customers want the ability to display data that constantly changes. By connecting to a database, you can guarantee that every time the browser renders the ASPX page, the most current data will display in the page.

Web Design Specialist v1.0, Lesson 19: Site Development with Expression Web 3 -- Advanced Features, section "Connecting to Databases."

Question 2

Why is it a good idea to use <heading> tags when designing a Web page instead of using tags to define the structure of the page?

You answered: Because tags provide false structure

Although a document that uses tags may be more visually attractive than one that does not, it loses its content structure. In essence, the tags have been used to simulate structure, thereby providing false structure. Visually, the headings are clearly defined; however, to a machine it is all just text. HTML was originally created to define structure, not formatting. The original specification had a limited set of markup elements that designated text as a header, a paragraph, a list item and other simple units. In its earliest form, HTML provided a simple and effective way for people to generate clear, readable documents. This original language focused on the structure of the data and presented a simple set of tags to represent very simply structured documents. HTML made it possible for anyone to easily create Web pages.

Web Design Specialist v1.0, Lesson 13: HTML and the Evolution of Markup, section "HTML Goals."

Question 3

Frank is updating his personal Web site with a GUI Web-development application. He has created an external style sheet to maintain consistency throughout the site. How can Frank apply the styles of the external style sheet to his Web page?

You answered: Attach the styles to the specific elements they are intended to format.

Correct Response: Link the .css file to the Web page.

The styles of an internal style sheet are defined in the head section of a Web page. These styles are embedded in the Web page. The styles of an external style sheet are defined in a text file that includes the .css file name extension. In order to apply these styles to a Web page, you must link the Web page to the style sheet.

Web Design Specialist v1, Lesson 19: Site Development with Expression Web 3 -- Advanced Features, section "Expression Web Styles."

Question 4

Which of the following is a disadvantage to using stock photography images on a Web site?

You answered: You have less creative control.

When developing a Web site, there are both advantages and disadvantages to using stock photography. Advantages include saving time and money. Image databases are quick and easy to search, licenses can be purchased online, and images are downloaded immediately for use. Licenses (especially royalty-free licenses) are much less expensive than hiring a photographer and models for a photo shoot, in most cases. Disadvantages to using stock photography are (in some cases) the cost associated with the licensing fees, and a reduction in creative control. You have to select from the images that are available, and you may not be able to find exactly what you want.

Web Design Specialist v1.0, Lesson 9: Web Graphics, section "Web Site Images."

Question 5

What are the most common types of basic animation used on the Web?

You answered: Animated GIFs, rollovers and Flash files

The most common types of basic animation are animated GIFs, rollovers and Flash files. Text, images and color are elements of Web page layout. Audio and video are other multimedia types. A plug-in is a program that extends the basic functionality of a larger system. A Java applet is a small Java program that is executed within a Web page or browser.

Web Design Specialist v1, Lesson 10: Multimedia and the Web, section "Animation and the Web."

Question 6

Collette and her partner, Simone, are planning to create a Web site for their new store that specializes in fashionable sunglasses. They decide to create a mindmap to brainstorm ideas and visualize the Web site's structure. A mindmap can best be described as what?

You answered: A dynamic sketch

To mindmap, place your subject in the middle of the page and circle it. From there, draw branches, which are ideas about your topic. If any topics are related in a more definitive way, create another branch off the current idea branch. Within minutes, you will see your mindmap develop into a dynamic sketch. Mindmapping is a process of moving ideas from thought to document. Do not judge whether ideas are good or bad; just write them down and move on to the next thought. After you complete your mindmapping process, you can go back and refine or eliminate ideas.

Web Design Specialist v1, Lesson 4: Web Site Development Process, section "The Mindmapping Process."

Question 7

An object-oriented programming language is a method of programming in which programs are organized as:

You answered: a collection of objects, each of which is a member of a class.

Object-oriented programming is a method of programming in which programs are organized as a collection of objects, each of which is a member of a class. For example, Button can be a class that defines the properties of button objects and the actions (also known as methods) that may be performed by buttons. You can use the Button class to create individual buttons that may look different, but all buttons belonging to the Button class still retain the defined properties and methods of button objects.

Web Design Specialist v1, Lesson 29: Multimedia with Flash Professional CS5 -- ActionScript, Masks and Practical Uses, section "Flash ActionScript."

Question 8

Don has included a vector graphic of the Mayan pyramids on the home page of his Web site. Which choice describes the best way Don can increase the size of the graphic to fill the home page?

You answered: Increase the values used in the mathematical instructions that render the graphic.

Vector graphics store the information about an image in mathematical instructions that are then interpreted and displayed. For example, to create a circle, the vector graphic need only know the center coordinates, radius and color values. With this information, mathematical instructions are used to render the graphic. To increase the size of the circle, only the information values need to change, therefore increasing the size of a vector does not increase the file size of the image. Vector graphics are resolution-independent, meaning that computer monitor settings do not affect their size or appearance.

Web Design Specialist v1, Lesson 9: Web Graphics, section "Raster vs. Vector Graphics."

Question 9

LeDonna wants to make her completed Web site available to users on the World Wide Web. What two methods can she use to host her Web site?

You answered: In-house hosting or ISP hosting

To make your Web site available to users on the World Wide Web, you need a Web server to "host" your site. The server must have a dedicated connection to the Internet, so that any time your users want to obtain information from your site, they can. You can host your own Web server in-house, or you can contract an Internet Service Provider (ISP) to host your site.

Web Design Specialist v1, Lesson 34: Web Site Publishing and Maintenance, section "Web Site Hosting."

Question 10

Which of the following statements is true regarding the governance of intellectual property by international law?

You answered: WIPO guarantees that all member countries will observe or enforce one another's intellectual property laws.

Correct Response: U.S. copyright laws are very specific, but no international copyright law exists.

It is important to be aware that the laws in the country where your business is located, including intellectual property laws such as copyright and trademark, may not apply in other countries. For example, U.S. copyright laws are very specific, but no international copyright law exists. The World Intellectual Property Organization (WIPO) is an international body that fosters cooperation among countries on intellectual property issues. More than 180 countries are members of WIPO. However, WIPO cannot guarantee that all member countries will observe or enforce one another's intellectual property laws.

Web Design Specialist v1, Lesson 11: Ethical and Legal Issues in Web Development, section "Legal Issues and the Web."

Question 11

Dakota owns a bakery restaurant and has developed an outstanding new pie recipe that uses a special ingredient. She wants to ensure that her competitors do not learn the special ingredient because this information provides her with an advantage in the marketplace, so she instructs her employees to keep the recipe private. Which term describes the information that Dakota is attempting to protect?

You answered: Trade secret

Although laws differ by state in the United States, a trade secret is generally a formula, pattern, idea, process or compilation of information that provides the owner with an advantage in the marketplace and that is treated by the owner in a way that can be expected to keep the public from learning about it. A copyright provides protection for original works of authorship that are fixed in a tangible form of expression. A trademark is any word, name, phrase, sound or image that a company uses to distinguish itself from the competition. A patent is awarded for practices and processes that solve a problem or embody a new way of doing business.

Web Design Specialist v1, Lesson 11: Ethical and Legal Issues in Web Development, section "Legal Issues and the Web."

Question 12

Andrea is creating a new e-commerce Web site and has decided to use frames for the site's page layout. Because she wants to make the site accessible to as many users as possible, Andrea uses the <noframes> tag to:

You answered: display alternative content in browsers that do not support frames.

The <noframes> tag allows the developer to specify alternative text that will appear to users whose browsers cannot support frames.

Although they are certainly the minority, browsers that do not support frames are still in use. Adaptive browsers, mobile and alternative browsers, and other non-standard browsers typically do not support frames, or offer only limited support for frames. The <noframes> tag makes it possible for you to inform users of these browsers that they cannot view your frames-based Web pages.

Web Design Specialist v1, Lesson 14: Web Page Structure -- Tables and Framesets, section "The X/HTML <noframes> Tag."

Question 13

Andy is a Web development project manager who began site development after all stakeholders signed off on the project plan. However, over the course of the project, several stakeholders asked Andy to add additional sections and functionality to the site. These requests were small and seemed to have only a minimal impact on the development team when they occurred, but Andy realized that, considered together, the additional tasks would increase the cost and time to complete the project to an unacceptable degree. Which term describes these incremental changes that can undermine the success of a project?

You answered: Scope creep

A common problem associated with project management is the tendency for the project's scope to increase over time. Any changes in the schedule, cost or performance required to complete the project can affect its scope. Issues often arise during the project that were not initially considered. You may be able to contain the scope of the project, but only by introducing sub-projects, which also must be managed. These gradual increases are called scope creep. If you do not adequately manage scope creep, the success of your Web development project may be compromised.

Web Design Specialist v1, Lesson 3: Web Project Management Fundamentals, section "Project Documentation and Communication."

Question 14

When is an audio file considered to be "embedded" in a Web page?

You answered: When the user clicks a hyperlink to play back the audio file

Correct Response: When the audio file automatically downloads and starts playing when the page is accessed

The term "embedded audio" only refers to the way the audio is offered. If you supply an audio file in a Web page in a way that it automatically downloads and starts playing when the page is accessed, then the audio is considered embedded. The more common (and more user-friendly) way to use audio is to make the audio file available for the user to download by linking to it if the user chooses to do so.

Web Design Specialist v1, Lesson 10: Multimedia and the Web, section "Audio and the Web."

Question 15

Why are XML documents considered "intelligent" compared to HTML documents?

You answered: The markup is explicit as to the document's contents.

XML documents are considered "intelligent" because the markup is explicit as to the document's contents. For example, a tag describing movies could be as follows: <film>Titanic</film>. The tag is structured like an HTML tag, but describes the content rather than its format.

Web Design Specialist v1, Lesson 13: XML and XHTML, section "What Is XML?"

Question 16

What is the term for pieces of code that instruct programs designed to interpret HTML how to process or display text?

You answered: Tags

HTML files are plain text files that have been "marked up" with special language elements called tags, which are embedded in the text. Tags are pieces of code text, enclosed in angle brackets (< >), that provide instructions to programs designed to interpret HTML. A hyperlink is an embedded instruction within one text file that calls another point in the file or another file when the link is accessed. An interpreter is a program that processes HTML pages and renders them to the user as text pages formatted in accordance with the embedded instructions. A browser is an HTML interpreter.

Web Design Specialist v1, Lesson 12: HTML and the Evolution of Markup, section "What Is HTML?"

Question 17

Which statement describes the general functions of properties and methods in programming?

You answered: Properties are characteristics, whereas methods are events.

Correct Response: Properties are attributes, whereas methods are behaviors.

In object-oriented and object-based languages, every object has attributes that characterize it and behaviors that it can perform. Attributes and behaviors are known by two other terms in programming: properties and methods. Properties represent various attributes of the object, such as height, color, font size, age and so forth. Methods are the actions an object can be made to perform, such as a calculation, onscreen movement, or the writing of text. Events are user actions that trigger program interaction.

Web Design Specialist v1, Lesson 30: JavaScript and DHTML Fundamentals, section "JavaScript and Common Programming Concepts."

Question 18

Gloria has created an Expression Web dynamic Web template, specified editable regions, and saved her template. What should she do next in order to ensure that all the pages in her site have a consistent look?

You answered: Create new Web pages based on the dynamic Web template.

Once you have created and saved a dynamic Web template, you can use it to create Web pages. The File | New | Create From Dynamic Web Template command opens the Attach Dynamic Web Template dialog box. Select the dynamic Web template you want to use, then click the Open button. Expression Web will create a new, untitled Web page based on the dynamic Web template.

Web Design Specialist v1.0, Lesson 18: Site Development with Expression Web 3 -- Basic Features, section "Expression Web's Dynamic Web Templates."

Question 19

Ray is updating the Web site for his company, which specializes in the manufacture of aircraft avionics components. Ray feels comfortable using jargon in the Web content because:

You answered: the Web site is intended exclusively for members of a particular industry.

Jargon is the technical language specific to an industry or profession. Avoid jargon unless the site -- or the area of the site for which you are developing content -- is intended exclusively for members of a particular industry. You can define any jargon you use to avoid alienating users who are not familiar with the jargon terms.

Web Design Specialist v1, Lesson 16: Site Content and Metadata, section "Written Web Site Content."

Question 20

Janos is a new Web designer for Pizzazz, Inc. He wanted to impress his new boss with his Web development skills. However, during the closing phase of the Web development project, several stakeholders reviewed the site and requested that significant changes be made before they approve it for uploading. Janos had fallen under a common misconception about Web design, which is that:

You answered: a Web site must offer interaction and personalization.

Correct Response: a good site must dazzle the user with high-tech multimedia.

One of the most common misconceptions about Web design is that a good site must dazzle the user with a multimedia experience, and that the content of the site is of secondary importance. As a Web designer, you want your site users to have a satisfying experience, but dazzling them is not necessarily your goal. The primary goal in Web design is to give users what they want, not what you think they want. This goal can be achieved with a complex balance of well-planned design, high-quality content, and proper use of available media. If multimedia makes sense and enhances the usability of a site, you should use it. If multimedia does not enhance the user experience, or if it degrades the user experience by creating an unnecessarily long download, then you should not use it.

Web Design Specialist v1, Lesson 1: Overview of Web Design Concepts, section "Web Design Concepts."

Question 21

Sadie is updating a Web site for a major customer. Some of the photo image files that the customer

provided are too large for optimal rendering on their Web pages. Sadie decides to reduce the file sizes of the photo images by reducing their bit depths. Which choice describes the probable consequence of Sadie's decision?

You answered: Image quality will be reduced.

Changing the bit depth of an image is one way to reduce its file size, but it also reduces image quality. Because photos typically have a large number of colors, reducing the bit depth is not a good way to reduce the file size of photo images. The image dimensions and print size are unaffected by a change in bit depth.

Web Design Specialist v1, Lesson 24: Image Editing with Adobe Fireworks CS5, section "Image Slices in Fireworks."

Question 22

Eddie has linked to one of his brother's blog posts. A link back to Eddie's blog now exists on his brother's blog post. What has Eddie done?

You answered: Configured a [trackback](#)

You can notify another blogger that you have linked to one of his or her posts from your blog by using a trackback link. The trackback automatically leaves a link back to your blog as a comment. For example, in a post on his country music blog, Sam quotes some guitar-playing tips that he found on Ed's guitar blog. By using a trackback link, Sam places a link to his country music blog in front of all the people who read Ed's guitar blog. (Note that not all blogs allow trackbacks.)

Web Design Specialist v1.0, Lesson 16: Site Content and Metadata, section "Internet Marketing and Search Engine Optimization (SEO)."

Question 23

Gilberto is a project manager who has worked on several Web development projects in the past. As a project manager, Gilberto's main responsibility is to:

You answered: [determine and document the requirements of a site, and ensure that site development stays on schedule and on budget.](#)

The project manager is involved with the project from start to finish. He or she is in charge of determining and documenting the requirements of a project, creating specifications for the project, assembling a team, and ensuring that the project stays on schedule and on budget.

Web Design Specialist v1, Lesson 2: Web Development Teams, section "Web Teams and Tasks."

Question 24

You are updating a page on your company's Web site and want to underline non-hyperlinked text for emphasis. Which CSS style attribute should you change to do this?

You answered: [text-decoration](#)

Use the text-decoration style attribute to add or remove underlines. The font-style style attribute specifies italic type. The font-family style attribute specifies type. The font-weight style attribute specifies the weight, or thickness, of a font, such as bold, normal, lighter and so forth.

Web Design Specialist v1, Lesson 15: Cascading Style Sheets, section "Changeable Style Attributes."

Question 25

What can be considered an advantage to using still pictures with transitions between them rather than video when you create a rich media ad?

You answered: [You can create a rich media ad with a much smaller file size.](#)

Using still pictures with transitions between them is a technique that can be used to create a sense of motion and action without video. Using still pictures instead of video is one way that a developer can make a rich media ad with a much smaller file size. A "call to action," which encourages users to click or perform some other action, is another component of a rich media ad.

Question 26

Hiroki is creating a new Web site for his fraternity and decides to use frames instead of tables for the Web page structure. He decides that frames would be more advantageous for his purposes because:

You answered: frames allow page content to scroll as one element.

Correct Response: frames allow some content to remain fixed while other content changes.

The advantage of using frames is that static and dynamic information can be combined on a page. Elements that users should always see, such as navigation links, copyright notices and title graphics, can be placed in a static individual frame. As users navigate the site, the static frame's content will remain fixed, even though the contents of the adjoining frames may change.

Web Design Specialist v1, Lesson 14: Web Page Structure -- Tables and Framesets, section "X/HTML Frames and Framesets."

Question 27

Why would a search engine save search entries?

You answered: To sell information about how and for what people search

By saving and processing search entries that users make, a search engine can further hone its offerings. The search engine can even sell these search results to other businesses that want to gather information about the most popular searches, as well as understand exactly what kind of language and terms people use as they search. As the Internet becomes more vital and full of information, this will become an increasingly lucrative field.

Web Design Specialist v1.0, Lesson 16: Site Content and Metadata, section "Internet Marketing and Search Engine Optimization (SEO)."

Question 28

Norton is updating his company's Web site, which contains many examples of interactive demonstrations, tutorials and training projects. These instructional design components consist of Flash (SWF) and Scalable Vector Graphics (SVG) files. Which of the following X/HTML tags should Norton use to insert the SWF and SVG files so that the Web pages can be read by older browsers?

You answered: <embed>

In any implementation, you use the X/HTML <object> tag to embed SWF and SVG files into Web pages. However, remember that some older browsers do not support the <object> tag. To provide backward compatibility with older Netscape browsers, it is good practice to include the <embed> tag in your X/HTML pages in addition to the <object> tag. You can do this by placing the <embed/> code between the <object> </object> tags. The document type declaration tag (<!DOCTYPE>) is a statement that identifies code versions in a document. The <meta> tag is used to specify information about a Web page that does not affect its appearance; it defines metadata about the document.

Web Design Specialist v1, Lesson 29: Multimedia with Flash Professional CS5 -- ActionScript, Masks and Practical Uses, section "Using SWF and SVG Files on the Web."

Question 29

Frederic is designing a new Web site for a customer who loves the latest and most dazzling multimedia technology. In his most recent meeting with the customer, Frederic explained that he had reservations about using such technology because:

You answered: it is not supported by a user on a dial-up connection.

Web designers should have a thorough understanding of the site's target audience before using the latest and most dazzling technology, because a user on a dial-up connection with a standard browser cannot support it. This limitation does not mean that you cannot use new technology, but you must be aware that you may exclude some of your audience. A balance in discipline is required to use the technology against the functionality of the site. If your defined audience will be able to support the technology and you are not concerned about users on dial-up, then use any technology that enhances the site.

Web Design Specialist v1, Lesson 10: Multimedia and the Web, section "Current Multimedia Capabilities."

Question 30

Which choice lists only X/HTML attributes that can be used to modify the table data tag <td>?

You answered: Font, bgcolor, cellspacing, width and align

Correct Response: Background, bgcolor, height, width and align

The <td> tag can be modified by changing the background, bgcolor, height, width and align attributes. Marginwidth and marginheight tags are <body> tag attributes, and border and cellspacing are <table> tag attributes. Height and width attributes can be in both <table> tags and <td> tags.

Web Design Specialist v1.0, Lesson 14: Web Page Structure -- Tables and Framesets, section "Borderless Web Page Structure."

Question 31

Which of the following best defines a database management system (DBMS)?

You answered: An application that allows users to manipulate database information

Database queries require a database management system (DBMS). A DBMS is an application that allows users to manipulate information in the database. A schema is the structure of a database system and often depicts the structure as a graphical reference. A query is a question from the user to the database table, which returns a value. Structured Query Language (SQL) is a specialized language that is used to retrieve or manipulate information in a database.

Web Design Specialist v1, Lesson 33: Databases, section "Database Management System (DBMS)."

Question 32

Which type of plug-in installation procedure can be performed by the user without exiting a browser session?

You answered: Online installation

Plug-ins can be installed in three ways: online, offline or pre-installed by the browser manufacturer. Online installation is performed without exiting a browser session. In other words, the user does not need to restart the browser. Offline installation requires the user to download the plug-in file, quit the browser and launch the plug-in installation file.

Web Design Specialist v1, Lesson 31: Plug-Ins and Java Applets, section "Plug-In Installation."

Question 33

Which of the following statements accurately describes browser support for Flash?

You answered: Users must install the Flash Player plug-in in their browsers to view Flash files.

Flash is not natively supported in browsers. Therefore, users need the Flash Player plug-in installed in their browsers to view Flash files. Because Flash does not rely on the browser or other software applications, it is cross-platform capable, which is another advantage. The 4.x (and later) version of Internet Explorer includes the Flash plug-in installed by default. AOL and WebTV also provide some Flash support in their browsers. And all versions of Microsoft Windows starting with Windows 95 include the Flash Player as well.

Web Design Specialist v1, Lesson 25: Multimedia with Adobe Flash Professional CS5, section "Flash Technology Features."

Question 34

Judd is creating a new intranet site for his company. Because he knows that many of the employee's computers are old, Judd wants to ensure that the frames appear proportionally regardless of the screen resolution being used. How can Judd create relative sizing in a frameset?

You answered: Use percentages instead of pixels for frame size values.

Frame sizes expressed in percentages are referred to as relative sizing. Although these windows can be resized and remain proportional, the proportion of the page division remains constant. For example, the tag <frameset cols="35%,65%"> indicates two frames: One column occupies 35 percent of the available screen width, and the other column occupies 65 percent. Expressing the size of frames in pixels is called absolute sizing because the size of each frame remains constant regardless of browser window size.

Question 35

How do information portals discover new Web sites?

You answered: You must engage a "robot" or "spider" program to send information about your site to various information portals.

Correct Response: You must manually submit your site to information portals.

You must manually submit your site to an information portal in order for the directory to learn about and index your site. Thus if you do not manually submit your site to the directory, the directory will never know of or index your site, and never list your site in search results. Some information portals send personnel to visit the site to determine the content and its relevance to the submitted topic, but this occurs only after you have manually submitted your site. Search engines use an automated process to discover new Web pages. This process, sometimes called a "robot" or a "spider," crawls around the Web following hyperlinks and indexing the content that it finds.

Web Design Specialist v1, Lesson 16: Site Content and Metadata, section "The <meta> Tag and Search Engines."

Question 36

Graphic interlacing is unique to which file format?

You answered: Graphics Interchange Format (GIF)

Graphic interlacing (the progressive rendering of images) is unique to GIFs and is a preferred method for display of large graphic files.

Web Design Specialist v1, Lesson 9: Web Graphics, section "Image File Formats."

Question 37

How do rich media ads differ from conventional online ads?

You answered: Rich media ads are typically larger in file size and they take longer to download because they can consist of audio, video, 3-D animation and so forth.

Rich media ads can feature user interaction, sound, vector animation and even streaming media. Rich media ads can be created using video production software, audio software, 3-D animation software, and so forth. Rich media ads are typically larger in file size than conventional online ads, and they take longer to download.

Web Design Specialist v1, Lesson 31: Plug-Ins and Java Applets, section "Rich Media Content."

Question 38

Eddie tried designing a Web page that used built-in heading styles, but found that they produced a look that was less than appealing. He took out the heading tags and instead applied formatting using inline styles. Sam, his project leader, recommended that he use the heading tags and simply adjust their appearance using a style sheet. Why did the project leader suggest that Eddie use the heading tags?

You answered: Because heading tags give the document structure

We have all seen Web sites with absurdly large headings (or perhaps with ridiculously small headings). For this reason, many Web designers avoid using the standard heading tags (H1, H2, etc.). However, these tags help give the document structure. HTML was originally created to define structure, not formatting. The original specification had a limited set of markup elements that designated text as a header, a paragraph, a list item and other simple units. In its earliest form, HTML provided a simple and effective way for people to generate clear, readable documents. This original language focused on the structure of the data and presented a simple set of tags to represent very simply structured documents. HTML made it possible for anyone to easily create Web pages.

Web Design Specialist v1.0, Lesson 13: HTML and the Evolution of Markup, section "HTML Goals."

Question 39

To design effective Web sites, you must understand the nature of the Internet and the technology available to the medium. The nature of the Internet can best be described as:

You answered: **transactional.**

By its nature, the Internet is transactional. The entire Internet experience, from logging on to Web browsing, is predicated on user requests and server responses -- in other words, transactions and interactivity. Furthermore, by its nature the Internet is non-linear. The user constantly makes transactional decisions, first leading to and arriving at the site, then navigating within the site, performing searches (often within the site's integrated databases), conducting e-commerce, and finally deciding to return to the site. However, users can switch to another site -- and another business -- any time they choose.

Web Design Specialist v1, Lesson 1: Overview of Web Design Concepts, section "The Nature of the Web."

Question 40

Sue is updating the corporate extranet, which uses page headings as its primary means of navigation. She has received feedback from customers that the site navigation capabilities are somewhat lacking. What can be considered a disadvantage of using page headings for positional awareness in Web site navigation?

You answered: **Page headings do not necessarily correspond to the site hierarchy.**

Correct Response: **Page headings do not provide the relative location of parent, peer or child pages.**

Current page headings provide an effective means for users to determine where they are within the site. A limitation of using only headings for positional awareness is that they provide only the current location, not the relative location of parent, peer or child pages.

Web Design Specialist v1, Lesson 8: Navigation Concepts, section "Navigation Hierarchy."

Question 41

To say that the Scalable Vector Graphics (SVG) format is scalable means that:

You answered: **for an SVG image to render its shape, the browser and the available RAM work in unison to load the graphic.**

Correct Response: **an SVG image has the same file size regardless of the pixel size of the image.**

Because SVG is a vector graphics format, it is also scalable. A circle image stored as a vector graphic has the same file size whether it is saved with a diameter of 90 pixels or 900 pixels. The larger the dimensions of a raster image, the larger the associated file size. For a raster graphic to render its shape, the browser and the available RAM work in unison to load the graphic.

Web Design Specialist v1, Lesson 9: Web Graphics, section "Image File Formats."

Question 42

An XML document is said to be "valid" if it is well-formed and also contains what?

You answered: **A root element**

Correct Response: **A Document Type Definition (DTD)**

An XML document is said to be "valid" if it is well-formed and also contains a Document Type Definition (DTD). A DTD is a set of rules contained in a simple text file that defines the structure, syntax and vocabulary as it relates to tags and attributes for a corresponding document. A root element is the container tag that encompasses all other elements in the document. The <!DOCTYPE> tag is a declaration of document or code type embedded within an HTML, XHTML, XML or SGML document. XHTML combines characteristics of HTML and XML to create a transition from HTML toward XML, while still providing current browsers with backward-compatibility.

Web Design Specialist v1, Lesson 13: XML and XHTML, section "Rules for Well-Formed XML."

Question 43

Derek created a Flash movie for the splash page of his Web site, and added a button to start and stop the movie in response to a user's click. Derek also wrote ActionScript code to create the user-triggered interaction for the button. ActionScript is:

You answered: **a client-side scripting language similar to JavaScript.**

You can add user-triggered interaction to buttons in Flash by using ActionScript, which is a client-side scripting language similar to JavaScript. Every action is triggered by an event. Examples of events include mouseover, click and release (for buttons), and object or page load.

Web Design Specialist v1, Lesson 26: Multimedia with Flash Professional CS5 -- Timeline, Layers, Symbols and Buttons, section

Question 44

Which description most accurately describes Fireworks?

You answered: Fireworks is an image-editing application.

Fireworks is a vector and raster (bitmap) image-editing application. Fireworks was designed for development of Web graphics. It combines many tools that Web-graphic designers previously had to use independently, such as vector-based programs, bitmap editors and image optimizers. All of these capabilities are combined into one tool with Fireworks.

Web Design Specialist v1, Lesson 24: Image Editing with Adobe Fireworks CS5, section "Adobe Fireworks CS5."

Question 45

You and your project team are currently in the design and analysis sub-phase of the executing phase of a Web development project. Ellen is a Web designer who has been assigned to create 'comps,' or composites, during this phase. Comps are design sketches drawn by a Web designer to show:

You answered: ways that the Web site information architecture could be implemented.

Once the navigation scheme has been created and all stakeholders have agreed on the information architecture, the designer's work begins. During the design and analysis sub-phase, the designer will create the Web site's look and feel. This process often starts with the designer(s) creating quick design sketches that show a variety of ways that the information architecture could be implemented. These sketches are called 'comps,' an abbreviation for composites or comprehensive artwork. The designer will show these to the customer, gather feedback, and revise the comps until the customer is satisfied.

Web Design Specialist v1, Lesson 3: Web Project Management Fundamentals, section "Web Project Management Phases."

Question 46

Clive wants to insert a Java applet into his Web page file. He wants to ensure that his Web page code will validate to the HTML 4.0 (and later) specification. Which tag should Clive use to embed the applet in his Web page?

You answered: The <applet> tag

Correct Response: The <object> tag

In HTML 4.0 and later, the proper way to embed an applet is to use the <object> tag. In previous versions, applets were embedded with the <applet> tag, and this method is still the most often used. All major browsers now support applet embedding using the <object> tag.

Web Design Specialist v1, Lesson 31: Plug-Ins and Java Applets, section "Java Applets."

Question 47

Tina, LeAnna and Karlene have just been hired by ABC Corporation. Tina is a Web designer, LeAnna is a copy editor, and Karlene is a human resources specialist. Jim is determining access to various corporate resources for each new employee. How should he assign access in regard to the company Web server?

You answered: Give Tina full rights to the Web server, give LeAnna read-only access to the Web server, and do not give Karlene any access to the Web server.

Because Tina is a Web designer, she will need full rights to the Web server. LeAnna probably needs read-only access. Karlene is not involved with Web development at all, so she should not have any access to the server. Give each user access on the server only to what he or she needs to perform job duties. Although it is easier to simply give all users the same level of access to your server, this creates unnecessary risk. If some users will not need to modify documents on the server, then they should have only read access. If some users do not need an entire area of the server available to them for any reason, then give them no access to it at all.

Web Design Specialist v1.0, Lesson 34: Web Site Publishing and Maintenance, section "Web Server and Web Site Security."

Question 48

What information should be included in an external style sheet?

You answered: Only style information

Style sheet files should include only style information. X/HTML tags should not be included in your plain-text style sheet file.

Web Design Specialist v1, Lesson 15: Cascading Style Sheets, section "Defining and Using Styles."

Question 49

Kwami works for a large Internet search engine company. He was the main developer for the company's "spider" or "robot" program, which:

You answered: crawls around the Web following hyperlinks and indexing the content it finds.

Search engines use an automated process to discover new Web pages. This process, sometimes called a "robot" or a "spider," crawls around the Web following hyperlinks and indexing the content that it finds. Some information portals send personnel to visit your site to determine the content and its relevance to the submitted topic.

Web Design Specialist v1, Lesson 16: Site Content and Metadata, section "The <meta> Tag and Search Engines."

Question 50

Delta is updating her personal Web site with a GUI Web-development application, and she wants to ensure that she maintains consistency throughout the site. Which of the following can she use to accomplish her goal?

You answered: Styles

Styles provide an effective way to maintain consistency throughout a site. To implement styles in most GUI Web-development applications, you typically select a style definition, and all aspects of the site then adhere to the rules of that definition.

Web Design Specialist v1, Lesson 19: Site Development with Expression Web 3 -- Advanced Features, section "Expression Web Styles."

Question 51

You are developing a Web site that will include various types of multimedia elements. Your initial plug-in selection is critical to long-term site maintenance because the plug-in encoding process:

You answered: increases the download times of your multimedia files.

Correct Response: creates a proprietary format that only the specific plug-in can decipher

Before you can take advantage of many plug-in features, you often must first process your multimedia files through an encoding application provided by the plug-in manufacturer. These applications compress and streamline your multimedia files for later interpretation and playback. Unfortunately, many encoders create a proprietary format that can be deciphered only by the specific manufacturer's plug-in. The good news is that many of these plug-in compressors minimize download time, maximize file size, and tremendously increase the interaction potential of multimedia. The bad news is that the Web developer's initial plug-in selection is critical to long-term site maintenance. What will your user do when a plug-in manufacturer goes out of business, stranding your media in a proprietary and dead format?

Web Design Specialist v1, Lesson 31: Plug-Ins and Java Applets, section "Plug-In Technology."

Question 52

Shalanna is in the process of redesigning and updating her company's Web site. She had received a significant amount of negative customer feedback indicating that the current "look and feel" of the site is unappealing. Which Web page layout elements can Shalanna use to provide a consistent look and feel to the site, and convey an appropriate visual tone that more closely matches the company's culture?

You answered: Colors and fonts

Both colors and fonts convey a visual tone or message, and provide a consistent look and feel. Fonts can also be used to enhance a

Web page's readability. Heading levels create various sizes of text to designate and organize content. Tables can be used to distribute elements into position on a page. Images provide visual appeal, information and navigation. Logos provide branding and site navigation. Margins control the proximity of content to the browser window edges. Borders are Web page elements that are applied to XHTML tables and frames.

Web Design Specialist v1, Lesson 5: Web Page Layout and Elements, section "Effective Web Page Layout."

Question 53

While designing a Web site for a customer, you are asked to provide guided navigation. Which of the following best describes guided navigation?

You answered: Common elements used throughout the Web that have become familiar to users

Correct Response: The act of helping users through site processes by providing links to subsequent steps and alternate courses

Guided navigation means guiding users through site processes by providing links to subsequent steps and alternate courses. Familiar navigation conventions are common elements used throughout the World Wide Web that have become familiar to users and therefore have predefined meanings. Primary navigation consists of elements that are accessible from most locations within the site. Positional awareness is the user's understanding of parent, peer or child pages relative to the current location.

Web Design Specialist v1, Lesson 8: Navigation Concepts, section "Guided Navigation."

Question 54

What is the purpose of the Web Accessibility Initiative (WAI), created by the World Wide Web Consortium (W3C)?

You answered: The WAI aims to ensure that core technologies used on the Web are equally accessible to users with disabilities.

Web pages should be accessible to all people, including those with disabilities. To assist in this mission, the World Wide Web Consortium (W3C) has created the Web Accessibility Initiative (WAI). According to the WAI, the Web's full potential can be realized only by "promoting a high degree of usability for people with disabilities." The WAI works with worldwide organizations in five main areas: technology, guidelines, tools, education and outreach, and research and development. WAI aims to ensure that core technologies used on the Web, such as HTML, CSS, XML and DOM, are equally accessible to users with physical, visual, hearing and cognitive disabilities.

Web Design Specialist v1, Lesson 6: Web Site Usability and Accessibility, section "Web Page Accessibility."

Question 55

You are the new Web site designer for your company and want to establish a set of conventions for publishing. Which of the following will help you standardize documents from different departments throughout the company to achieve this goal?

You answered: Cascading style sheet

Correct Response: Style guide

A style guide is a standards document or manual that establishes a set of conventions or rules for performing common tasks. For example, style guides are often used by technical writers for general information, ranging from editorial style to specific guidelines for font sizes and types. Style inheritance refers to the ability for styles that you apply to an element to be passed down to child elements. A style sheet is used to create Web pages with specific typographical elements. A cascading style sheet refers to the use of multiple style definitions in a single document.

Web Design Specialist v1, Lesson 15: Cascading Style Sheets, section "Style Guides."

Question 56

Which color value represents an example of RGB format?

You answered: 9966CC

Correct Response: 153,102,204

Colors on your computer screen are standardized in two numeric formats: Red, green and blue values (RGB), and hexadecimal code. RGB values are formatted in base-10 numbers ranging from 0 to 255. Base 10 refers to the use of the digits 0 through 9 in the decimal system; when the digit 1 is reached, the value increases from 0 to 1 (the next whole number), and so forth. Hexadecimal code values range from 00 to FF (0, 1, 2, 3, 4, 5, 6, 7, 8, 9, A, B, C, D, E, F). Hex code correlates to the base-10 values but is stated in hex (base-

16) values. The value 00 represents no presence of a color, and the value FF represents maximum presence of a color. Hex code assigns each color a two-character code for each red, green and blue value, whereas the RGB scheme uses digits between 0 and 255 for each red, green and blue value. RGB values are also separated by commas, whereas hex values are not. In print media, all colors are a combination of cyan, magenta, yellow and black; this color scheme is referred to as CMYK.

Web Design Specialist v1, Lesson 5: Web Page Layout and Elements, section "Color and Web Design."

Question 57

Which color is represented by the hexadecimal value 000000?

You answered: Black

Hexadecimal code values range from 00 to FF (0, 1, 2, 3, 4, 5, 6, 7, 8, 9, A, B, C, D, E, F). Hex code correlates to the base-10 values but is stated in hex (base-16) values. The value 00 represents no presence of a color, and the value FF represents maximum presence of a color. The color black is represented in hexadecimal code as follows: Red=00, Green=00 and Blue=00. Thus, the hexadecimal value for black is written as 000000, which represents no presence of red, green and blue.

Web Design Specialist v1, Lesson 5: Web Page Layout and Elements, section "Color and Web Design."

Question 58

What can occur if you use an excessive number of keywords in the content attribute on pages that use the <meta> tag name attribute value of "keywords"?

You answered: The search engine will have a greater chance of finding your page.

Correct Response: The search engine might ignore the tag.

Some search engines will search for values specified by the content attribute on pages that use the <meta> tag name attribute value of "keywords". Keyword values are usually separated by commas. Do not use keywords excessively; several occurrences of the same word can cause the tag to be ignored. The maximum keyword allowance is 1,000 characters; however, it is believed that anything over 255 characters is ignored.

Web Design Specialist v1, Lesson 16: Site Content and Metadata, section "The <meta> Tag and Search Engines."

Question 59

Nina is creating a Web site to help elementary school students understand the ecosystem. Although she has several excellent videos to include on her site, she wants to ensure that her site is accessible to all students. Which of the following actions can help her ensure accessibility?

You answered: She can design alternative, text-only versions of multimedia-rich pages.

Even though the lowest common denominator system specifications continue to move upward, it is still important to try to accommodate users with lower-end systems when possible. You can do this through the use of alternative, text-only versions of multimedia-rich pages, or by checking for browser and plug-in versions and informing users if their settings do not meet the minimum requirements for your site.

Web Design Specialist v1.0, Lesson 5: Web Page Layout and Elements, section "Web Users and Site Design."

Question 60

You are developing a Web site for your company. You want to design your pages for easy viewing and readability, as well as visual appeal. Which statement regarding the use of fonts characterizes good Web page design?

You answered: Use the same font, font size and font color throughout the site to ensure all components of the site look the same.

Correct Response: Avoid using a large mix of fonts within each page because it tends to make the pages busy and difficult to read.

After you have selected a font, it should be used consistently throughout the site. More than one font can be present in the site, but data or information of the same type should be represented by the same font. For example, all navigation text should look the same. Normal text within paragraphs should look the same. But text that needs to be differentiated from other text (such as numbers or headers or facts) works well with a different font. However, avoid using a large mix of fonts within a page because it tends to make the page busy and difficult to read.

Web Design Specialist v1, Lesson 5: Web Page Layout and Elements, section "Fonts and Web Design."

Question 61

Arnold is updating a corporate intranet that was created in the late 1990s. The original developers created the site to work only in the Netscape browser and used the <blink> tag extensively. What is the purpose of the <blink> tag?

You answered: To cause text to appear and disappear in the browser window

Single-browser technologies are generally those created by a vendor and thus functional only when that vendor's browser is used to view the page in which they reside. Two almost ancient examples of single-browser technologies are the <blink> and <layer> tags. The <blink> tag caused text to appear and disappear (or blink) in the browser window. The <layer> tag was an early technique for positioning elements on a Web page. Another example of a single-browser technology is ActiveX controls. The Internet Explorer browser supports the use of Microsoft ActiveX components, or controls, which can be used to enable interactive content on the Web.

Web Design Specialist v1, Lesson 7: Browsers, section "Browsers and Design Considerations."

Question 62

The <blink> tag, the <layer> tag and ActiveX controls are examples of what?

You answered: Single-browser technologies

Single-browser technologies are generally those created by a vendor and thus functional only when that vendor's browser is used to view the page in which they reside. Two almost ancient examples of single-browser technologies are the <blink> and <layer> tags. The <blink> tag caused text to appear and disappear (or blink) in the browser window. The <layer> tag was an early technique for positioning elements on a Web page. Another example of a single-browser technology is ActiveX controls. The Internet Explorer browser supports the use of Microsoft ActiveX components, or controls, which can be used to enable interactive content on the Web.

Web Design Specialist v1, Lesson 7: Browsers, section "Browsers and Design Considerations."

Question 63

Darcy wants to link her Web page to an external style sheet named "sheet.css". Which example uses the correct syntax to do this?

You answered: <link rel="stylesheet" type="text/css" href="sheet.css">

With the linking method, a single style sheet controls multiple Web pages. However, each page must be linked to the style sheet, which is a plain text file with the .css file name extension. To link a Web site file to the style sheet, use the following syntax: <link rel="stylesheet" type="text/css" href="sheet.css">. The <style> tag is used to embed style information within an X/HTML page. The tag is used to create inline styles within existing X/HTML tags. The <a> tag is used to create a hyperlink anchor.

Web Design Specialist v1, Lesson 15: Cascading Style Sheets, section "Defining and Using Styles."

Question 64

On a Web site, theme characteristics should be consistent and support:

You answered: the design team.

Correct Response: the metaphor.

A metaphor suggests a likeness or pre-existing identification with other things or experiences. Be sure that the metaphor shares characteristics with your theme. Consider the concept of metaphor you may recall from language classes. A metaphor suggests analogy between two ideas or objects without using the words 'like' or 'as.' In site design, a site can be presented as a particular object or experience to emphasize or stylize the site's purpose.

Web Design Specialist v1, Lesson 4: Web Site Development Process, section "The Metaphor."

Question 65

Which color is represented by the hexadecimal value FFFFFFFF?

You answered: White

Hexadecimal code values range from 00 to FF (0, 1, 2, 3, 4, 5, 6, 7, 8, 9, A, B, C, D, E, F). Hex code correlates to the base-10 values but is stated in hex (base-16) values. The value 00 represents no presence of a color, and the value FF represents maximum presence of a color. The color white is represented in hexadecimal code as follows: Red=FF, Green=FF and Blue=FF. Thus, the hexadecimal value for white is written as FFFFFFFF, which represents maximum presence of red, green and blue.

Web Design Specialist v1, Lesson 5: Web Page Layout and Elements, section "Color and Web Design."

Question 66

Michiko is the technical support representative for an Internet Service Provider (ISP). She has been receiving complaints from customers recently about an increase in spam since the ISP upgraded its servers. What is spam?

You answered: Unsolicited, bulk commercial e-mail that the recipients did not ask to receive

Spam is unsolicited, bulk commercial e-mail that the recipients did not ask to receive. Spam is the equivalent of junk mail, and the vast majority of Web users consider it highly annoying. Pop-ups and pop-unders are windows that appear above (or below) the browser window that launched it. A blacklist is a published list of IP addresses known to be sources of spam.

Web Design Specialist v1, Lesson 7: Browsers, section "Browsers and Design Considerations."

Question 67

Which statement is true regarding the use of telephone calls for Web team collaboration?

You answered: Telephone calls do not allow team members to share files.

The most basic collaboration tools for Web teams are e-mail, meetings and telephone calls. Although these may suffice for many projects, each one fails to address some important aspects of team collaboration. For example, telephone calls do not allow participants to share files. Meetings are helpful for planning and tracking progress, but are not an arena in which team members can accomplish work. E-mail works well for exchanging files, but real-time communication is important in some situations.

Web Design Specialist v1, Lesson 2: Web Development Teams, section "Web Project Collaboration."

Question 68

What is the name of the standards organization that controls the evolution of HTML?

You answered: World Wide Web Consortium (W3C)

The World Wide Web Consortium (W3C) is the standards organization that controls the evolution of HTML. When the W3C has fully endorsed a technology, it publishes a "recommendation" to the Internet community. Recommendations from the W3C become the standards to which vendors pledge full support.

Web Design Specialist v1, Lesson 12: HTML and the Evolution of Markup, section "The HTML Standard."

Question 69

As you develop your Web site, you want to ensure that visitors know what to expect when they visit your site. When browsing the Web, most site visitors expect to see common layout formats applied to Web pages, such as:

You answered: navigation elements located on the left and top margins.

Web sites use some common basic structures to perform certain important functions. For example, navigation elements are generally located on the left and top margins. The background for these navigation elements often has a slightly different color or appearance than the rest of the page. Also, additional navigational features are frequently included at the bottom of the page. Black text on a white background is common, as are company logos in the upper-left corner of the display.

Web Design Specialist v1, Lesson 5: Web Page Layout and Elements, section "Effective Web Page Layout."

Question 70

Which of the following is a disadvantage of the JPEG format?

You answered: Graphics in the JPEG format are much less capable of color depth than GIFs.

Correct Response: The designer has no control over how the 24 bits are mapped into the 256-color palette used by a client's display.

One drawback of the JPEG format is that the designer has no control over how the 24 bits are mapped into the 256-color palette used by a client's display. Designers should test their images in multiple browsers, as well as multiple operating systems, before deciding which format best serves their purposes. Graphics in the JPEG format are capable of much greater color depth than GIFs. JPEG files can contain up to 24 bits of color information (16.7 million colors) and work particularly well for photographs. JPEG files are compressed automatically.

Web Design Specialist v1, Lesson 9: Web Graphics, section "Image File Formats."

Next