Web Design Questions

____ 1. After looking at the statistics for your Web site, you realize that people are having a hard time finding some of the information on the site. You probably need to rethink which form of design?
   a. Presentation design.   b. Information design   c. Interaction design

____ 2. If you were doing a Web site for your school, and you wanted to have the first page the user sees lead to pages for each of the departments, which in turn will lead to pages about each class offered in each department, which structure would be most appropriate?
   a. Hierarchical structure.   b. Linear structure
   c. Random access structure.   d. Mixed structure

____ 3. If you were creating a Web site about four reasons you like to dance, and you wanted one page for each reason, what structure would probably be most appropriate? (Hint: no reason is more important than any other to you, and they could appear in any order.)
   a. Hierarchical structure.   b. Linear structure
   c. Random access structure.   d. Mixed structure

____ 4. Good navigation has two parts. What are they?
   a. Something to help you know where you are, and something that tells you when you're downloading a file.
   b. Something to help you know where you can go from here, and something that tells you where you've been.
   c. The mouse and the keyboard.
   d. Something to tell you where you are, and something to help you know where you can go.
   e. Something to tell you who the audience is, and something to tell you how many links you've visited.

____ 5. You have been asked to redesign a Web site. The original Web site is very confusing for visitors to the site, because the headings and links and other context devices for each page are in different places on the screen. Which part of interaction design is needed to fix that particular problem?
   a. Page organization.   b. Navigation   c. Place finding

____ 6. Your friend's Web site is really cool. You especially like the fact that you can tell exactly where you are in the site at any time. He has done a really good job of which kind of design?
   a. Page organization.   b. Navigation   c. Place finding

____ 7. Which type of structure is least likely to have a single natural starting point or welcome page?
   a. Linear.   b. Hierarchical   c. Random access   d. Mixed

____ 8. Which of the activities below would usually *not* be part of presentation design?
   a. Drawing a flowchart.
   b. Drawing thumbnail sketches.
   c. Drawing rough sketches.
   d. Brainstorming.

____ 9. You have a large photo of your dog on your Web site. When placing other material around it, what design principle needs to be applied here?
   a. Proportion.   b. Unity   c. Balance

____ 10. The school's social studies department Web site looks boring. Which step in the presentation design process did they probably miss?
   a. Choosing a visual theme.
   b. Applying the visual theme to screen elements.
   c. Placing elements in a grid.

___ 11. Because of the way in which search engines display information, which part of your Web site's text is most important?
a. Database.
b. Introduction.
c. Body.
d. Conclusion.

___ 12. When checking your text, what should you look for?
a. Incorrect spelling.
b. Misused words.
c. Consistency with pronouns and contractions.
d. Clarity.
e. All of the above.

___ 13. Which of the following sentences contains an error?
a. "I want to go, to," Maggie complained.
b. "You are two little," Jose replied.
c. Maggie retorted, "Well, that makes too of us then!"
d. All of these sentences contain errors.
e. None of these sentences contain errors.

___ 14. The text of the Web site you have been asked to edit contains a lot of long sentences with long words where simpler sentences and words would be better. What stage of writing do you think the writer skipped?
a. Writing.   b. Expanding   c. Weeding down   d. Checking and proofreading

___ 15. The text for the karate club's Web site is pretty good, but the word *karate* never appears in the first sentence. Why is this a problem?
a. Because people will have to look at the pictures to see that the site is about karate.
b. Because people looking on a search engine won't know what the site is about because they won't see the word *karate* in the short description.
c. Because most search engines only index the first sentence.
d Because Web pages are legally required to have their subject stated in the first sentence.
e. This is not a problem.

___ 16. Which of the following is *not* a good reason for including a graphic image on your Web site?
a. It adds to the theme of the Web site.
b. It's one of the user interface elements.
c. It's very beautiful.
d. It's part of the message of the Web site.

___ 17. When checking out a site on horses, you notice that the photographs don't display well on your old computer. The colors are all strange. What is wrong?
a. The pictures were not anti-aliased.
b. The pictures are probably in 16- or 24-bit color; your computer only handles 8-bit color.
c. The Web author is using the wrong HTML tag to display the graphic. He or she should use the <IMG> tag, not the <EMBED> tag.
d. The pictures are in JPEG format; they should be in GIF.

___ 18. You originally thought that your Web site about how to make cool fruit drinks would attract vegetarians, but it seems to appeal to weight watchers instead. What part of information design did you mess up on?
a. Audience.   b. Message   c. Purpose   d. Structure