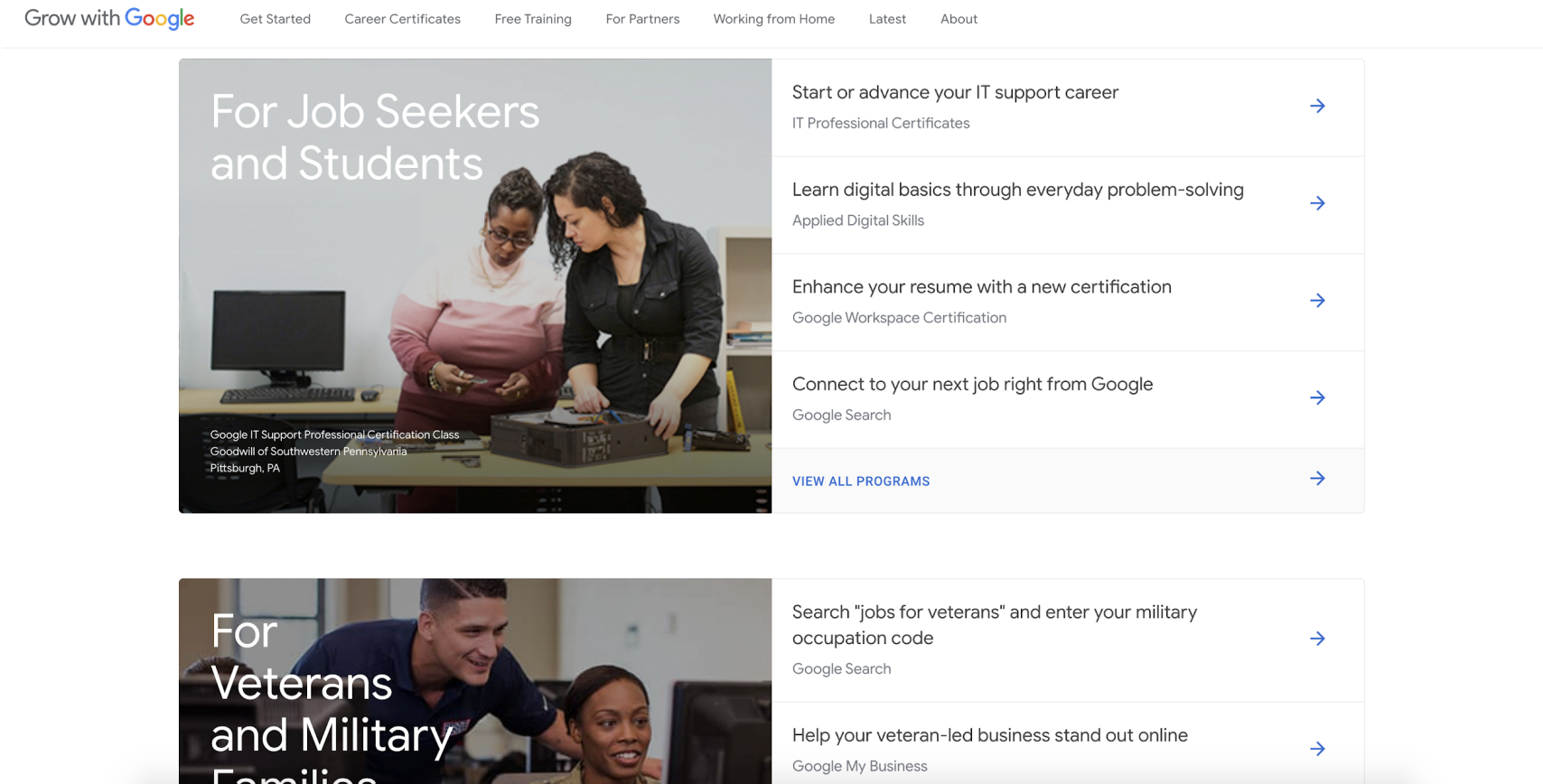


1. What is the focal point on this website?

1 / 1 point



- ☐ The navigation bar, which is clearly anchored at the top of the page
- ☐ The headers, which inform the user about how to find key information
- ☒ The images, which draw a user’s attention to the categories
- ☐ The arrows, which are blue, and direct users where to find more details
- ☒

Correct

A site’s focal point is the specific and distinct area of the website that captures the user’s attention. In this example, the images draw a user’s attention to the categories because images, especially of people, tend to attract more attention than text.

2. In a responsive website design, the content that's above the fold should include the most important information for the user flow.

1 / 1 point

- ☒ True
- ☐ False
- ☒

Correct

Above the fold refers to the content on a webpage that doesn’t require scrolling to experience; it should include the most important information, since this is the content users will see when they first land on the page.

3. A designer creates a website with individual rows stacked on top of each other. Within each row, the designer includes a series of columns. What website layout is the designer using?

0 / 1 point

- ☐ Tiered layer cake layout
- ☐ Asymmetrical layout
- ☐ Featured image layout
- ☒ Grid of cards layout
- ☒

Incorrect

Grid of cards layouts feature a series of cards that provide previews of more detailed content. In this scenario, the designer uses a tiered layer cake layout, which features individual rows, or layers, stacked on top of one another. Each row can have different numbers of columns, which are not always consistent.