

Chapter 02: TEXT

Part 1. Key Term Quiz

1. Type sizes are usually expressed in _____.
2. When a password must be entered in upper- or lowercase in order to match the original password, it is said to be _____.
3. Symbolic representations of objects and processes common to the graphical user interfaces of many computer operating systems are called _____.
4. Special HTML characters, always prefixed by an ampersand (escape) and followed by a semicolon, are called _____.
5. “What you see is what you get” is spoken as _____.
6. Translating or designing multimedia (or any computer-based material) into a language other than the one in which it was originally written is called _____.
7. The little decoration at the end of a letter stroke is a _____.
8. Designers call roomy blank areas _____.
9. _____ blends the colors along the edges of the letters (called dithering) to create a soft transition between the letter and its background.
10. Conceptual elements consisting of text, graphics, sounds, or related information in the knowledge base are called _____.

Part 2. Multiple – Choice Quiz

1. A family of graphic characters that usually includes many type sizes and styles is called a:
 - a. typeface
 - b. font
 - c. point
 - d. link
 - e. node
2. Which of the following is a term that applies to the spacing between characters of text?
 - a. leading
 - b. kerning
 - c. tracking
 - d. points
 - e. dithering
3. Intercapping, the practice of placing a capital in the middle of a word, is a trend that emerged from the computer programming community because:
 - a. it looks cool
 - b. they wanted to copy marketing practices in the electronics industry
 - c. they found they could see the words used for variables and commands better
 - d. one of the first computer programmers had a faulty shift key on his keyboard
 - e. it increases security in case-sensitive passwords
4. Dynamic HTML uses _____ to define choices ranging from line height to margin width to font face.
 - a. Cascading Style Sheets

- b. font mapping
- c. font substitution
- d. software robots
- e. encapsulated PostScript

5. If a DHTML document includes a font face that is not installed on the user's computer,

a

browser will:

- a. automatically download the correct font
- b. refuse to load the page
- c. leave a blank space where that text is
- d. crash
- e. try to substitute the font with a similar looking font

6. In the URL <http://www.timestream.com/info/people/biotay/biotay1.html>, which part is case sensitive?

- a. the record type: "http://"
- b. the domain name: "timestream.com"
- c. the subdomain "www"
- d. the document path: "info/people/biotay/biotay1.html"
- e. all are case sensitive

7. Multimedia becomes interactive multimedia when:

a. the user has some control over what information is viewed and when it is viewed the information

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- b. with a touchscreen or other input device
- c. the information is available on the Web— either the Internet or a local area network
- d. quizzes and tests with evaluations and scoring are included
- e. the user can change such attributes as volume and type size

8. Interactive multimedia becomes hypermedia when:

- a. the information is available on the Web— either the Internet or a local area network
- b. quizzes and tests with evaluations and scoring are included
- c. it includes a structure of linked elements through which a user can navigate and interact
- d. the user can change such attributes as volume and type size
- e. the content formatting complies with the American Standard Code for Information Interchange

9. Web pages are coded using:

- a. Unicode
- b. American Standard Code for Information
- c. Interchange File Transfer Protocol
- d. Hypertext Markup Language
- e. encapsulated PostScript

10. Which of the following provides a system for dynamically displaying a font?

- a. Apache
- b. PostScript

- c. HTTPD
- d. serif
- e. WYSIWYG

11. A printed page might be presented in which of these orientations?

- a. newsscape
- b. portrait
- c. flat-file
- d. x-height
- e. node

12. Which of the following is a character encoding system?

- a. FontTab
- b. HTML
- c. CSS
- d. WYSIWYG
- e. Unicode

13. The reference from one document to another document, image, sound, or file on the Web is a(n):

- a. sweetspot
- b. anchor
- c. node
- d. tag
- e. button

14. Which of the following is a problem that might apply to hypermedia?

- a. Users' eye movements affect their ability to link.
- b. Users will be turned off by excessive animation.
- c. Hypermedia software might create inappropriate links
- d. Current hyperlinking technology far exceeds what today's desktop computers can handle
- e. Search results generally are too granular to be useful

15. Which of the following is a typical method for word searching in a hypermedia system?

- a. best fit
- b. adjacency
- c. popularity
- d. tracking
- e. localization

Part 3. Lab Projects

3.1 From three different publications, select a printed page. Circle the different blocks of text. Characterize the types of text used in each block by providing for each page:

- Publication name and page number.
- Which blocks are headlines? What type of font is used? Is it bold? serif? Characterize the text. How is it spaced?
- Which blocks are body text? What type of font is used? Is it bold? serif? Characterize the text. How is it spaced?

Sample publications:

[Publication 1](#)

[Publication 2](#)

[Publication 3](#)

3.2 Access a computer. Identify two programs that allow you to manipulate text (*Notepad and MS Word*). Write some text in varied styles and fonts. Print the results. For each, list:

- The program's name.
- The ways in which that program allows you to change text. Can you easily change the font? the color? the style? the spacing?

3.3 Create a new document in a word processing application. Next, type in a line of text and copy the line five times. Now change each line into a different font. Recopy the entire set of lines three times. Finally, change the size of the first set to 10-point text, the second set to 18-point text, and the third set to 36-point text.

- Which of the smallest lines of text is most readable?
- Which line of text stands out the most?