Practice Test

Keairra White's Chapter 2 Study Guide

Correct answers in **GREEN**. Your answers in **BLUE**.

Review Page

✓ 1. **____ is the quantity of data that can be transmitted in a specific time frame.**
   A: Bandwidth
   B: Resolution
   C: Pixel
   D: Depth

55

✓ 2. **____ is a process that encodes data into illegible content.**
   A: Branding
   B: Encryption
   C: Decryption
   D: Secure socket

60

✗ 3. **From the perspective of design, ____ is the harmonious arrangement of elements.**
   A: focus
   B: balance
   C: contrast
   D: color

46

✓ 4. **When the pages of a Web site have a sense of oneness or belonging, it has ____.**
   A: unity
   B: brand
   C: coolness
   D: identity

48

✗ 5. **Which of the following is considered a warm color?**
   A: Yellow
   B: Blue
   C: Green
   D: All of the above

53

✓ 6. **Bandwidth is measured in ____.**
   A: pixels
   B: bits per second
   C: resolution
   D: millimeters

55

✓ 7. **____ can be used to track pages visited and other visitor statistics.**
   A: Encryption
   B: Cookies
   C: Tags
   D: Tracking bits

60

✗ 8. **A symmetric arrangement of Web elements suggests a ____ atmosphere.**

A: conservative
46
B: safe
C: peaceful
D: all of the above

9. **A definition of the term ____ is the assurance or guarantee that a business or organization offers to its customers.**
   A: brand
   48
   B: pixel
   C: unity
   D: identity

10. **____ colors are those directly opposite each other on the color wheel.**
    A: Proximity
    B: Complementary
    53
    C: RGB
    D: Warm

11. **____ images are miniature versions of images that link to larger images.**
    A: Contrast
    B: Proximity
    55
    C: Thumbnail
    D: Branding

12. **____ returns data to its original format.**
    A: Deciphering
    B: Decryption
    60
    C: Copyrighting
    D: Branding

13. **The Web's ____ advantage over print publications lies in the ability to quickly and inexpensively update Web pages.**
    A: currency
    B: planning
    40
    C: interactivity
    D: printing

14. **To create a fun, energetic mood, you can position your Web elements ____.**
    A: asymmetrically
    B: balanced
    46
    C: safe
    D: all of the above

15. **A ____ is a concise statement that a consumer readily associates with a business, organization, or product.**
    A: blog
    B: tag line
    48
    C: brand
    D: focal point

    A combination of complementary colors creates a

16. significant amount of ____.
A: palette
B: resolution   53
C: contrast
D: pixel

17. You can create faster-loading Web pages by ____.
A: limiting the file size of images
B: using thumbnail images   55
C: limiting the number of images
D: all of the above

18. The Web's ____ advantage over print publications allows for data and resource sharing.
A: currency
B: interactivity   42
C: form
D: communication

19. The empty space surrounding text and graphics is called ____.
A: resolution
B: contrast   46
C: proximity
D: white space

20. ____ is the placement of objects in fixed or predetermined positions, rows, or columns.
A: Focus
B: Alignment   49
C: Tagging
D: Proximity

Take Another Test