

Practice Test

Keairra White's Chapter 2 Study Guide

Review
Page

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

- ✓ 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*

B: safe

C: peaceful

D: all of the above

46

- ✓ 9. A definition of the term ____ is the assurance or guarantee that a business or organization offers to its customers.

A: **brand**

B: pixel

C: unity

D: identity

48

- ✓ 10. ____ colors are those directly opposite each other on the color wheel.

A: Proximity

B: **Complementary**

C: RGB

D: Warm

53

- ✓ 11. ____ images are miniature versions of images that link to larger images.

A: Contrast

B: Proximity

C: **Thumbnail**

D: Branding

55

- ✓ 12. ____ returns data to its original format.

A: Deciphering

B: **Decryption**

C: Copyrighting

D: Branding

60

- ✗ 13. The Web's ____ advantage over print publications lies in the ability to quickly and inexpensively update Web pages.

A: **currency**

B: planning

C: *interactivity*

D: printing

40

- ✓ 14. To create a fun, energetic mood, you can position your Web elements ____.

A: **asymmetrically**

B: balanced

C: safe

D: all of the above

46

- ✓ 15. A ____ is a concise statement that a consumer readily associates with a business, organization, or product.

A: blog

B: **tag line**

C: brand

D: focal point

48

A combination of complementary colors creates a

- ✓ 16. **significant amount of ____.**
A: palette
B: resolution
C: contrast
D: pixel
53
- ✓ 17. **You can create faster-loading Web pages by ____.**
A: limiting the file size of images
B: using thumbnail images
C: limiting the number of images
D: all of the above
55
- ✓ 18. **The Web's ____ advantage over print publications allows for data and resource sharing.**
A: currency
B: interactivity
C: form
D: communication
42
- ✓ 19. **The empty space surrounding text and graphics is called ____.**
A: resolution
B: contrast
C: proximity
D: white space
46
- ✓ 20. **____ is the placement of objects in fixed or predetermined positions, rows, or columns.**
A: Focus
B: Alignment
C: Tagging
D: Proximity
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