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DATE: 28 March 2019

RE: CIS 234 – Text A ~ WEB DESIGN Book

Chapter 4 ~ PLANNING A SUCCESSFUL WEBSITE, PART 2 (p. 123)

Description: festline

**INSTRUCTIONS: Write a brief answer to each question below**

**ENTER your Answers. Review chapter for accuracy**

**1. Describe the importance of consistency of visual elements to reinforce branding**

**unifies a website’s pages, strengthens a website’s visual identity and brand, and maintains visual consistency.**

**2. Describe eye-tracking studies and heat maps, and how web designers use them to plan webpage design**

**Eye-tracking studies use various technologies to produce heat maps that represent data using color. Heat maps analyze the movement of a visitor’s eyes as he or she views a webpage. These eye-tracking studies add support to the concept of placing visual identity content and major links at or near the top and left side of a page to improve usability.**

**3. What is the value of maintaining visual consistency across all pages at website?**

**Website visitors might feel confused if a website’s underlying pages fail to include common content and design features found on the home page.**

**4. Discuss the WAI guidelines for the use of color and links**

**WAI is the Web Accessibility Initiative. The WAI develops guidelines to ensure all website visitors can access contention webpages. Same color for the link and underlining.**

**5. Differentiate between inline styles, internal style sheets, external style sheets, and describe the order of application**

**Inline style – code in the tag**

**Internal style sheet – code in the html file enclosed by brackets**

**External style sheet – codes in the css file**

**Least priority for the external sheet and Most priority for the inline styles.**

**6. Define different methods of user-based and user-controlled navigation**

**user-based navigation system provides a linking relationship between pages based on the website visitors’ needs rather than the website publisher’s needs. Perform usability test to develop the system. While user-controlled navigation system provides a variety of ways visitors can move around a website beyond the major links from the home page. Offers variety of links for user’s freedom**

**7. Define five common types of links used in a navigation system**

**Text links are hyperlinks based on a word or words in an HTML document.**

**Image link assigns a link to a visual element, such as an illustration or a photograph.**

**Navigation areas can group links in menus, bars, or tabs. navigation menu is a list of related links. navigation bar generally uses graphic buttons to present links.**

**Breadcrumb trail is a hierarchical outline or horizontal list that shows a visitor the path he or she has taken from the home page to the currently viewed page.**

**Website index is a summary page of links to major pages at the website.**

**8. Describe an image map, and explain the difference between client-side and server-side image maps**

**An image map is an image that contains hot spots. client-side image map, the hot spot link information resides in the HTML coding of the page, and the browser processes the code to display the image map. server-side image map, the x- and y-coordinates of the clicked hot spot report back to the server, where a script processes the hot spot link information and returns the link’s target page.**

**9. Explain why you would include a search feature, and how you might add one to your website**

**For more freedom for the user in search capability. Easily find the information that user looked for. Make an search engine in the website that looks through the database linked to the website.**

**10. List considerations when planning the testing, publishing, maintenance of your website, and why you should include these steps in the planning process**

**How often contents will be updated, charge of updating contents budgets for planning and maintaining the website, existence of size limit of the website and etc.**

**To save time and money. Incomplete plan might cause developer to do the same work several times and to check whether the website is functioning as the developer expected**

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