FROM: **“Kidong Kim” hyo05065@gmail.com**

TO: “Prof Villegas” [ProfessorVillegas@gmail.com](mailto:ProfessorVillegas@gmail.com)

DATE: 17 March 2019

RE: CIS 234 – Text A ~ WEB DESIGN Book (Chapter Reinforcement)

Chapter 2 ~ WEB PUBLISHING FUNDAMENTALS

Description: festline

**INSTRUCTIONS: Select the best answer to each question below**

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

1. From the perspective of design, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the harmonious arrangement of elements.
   1. white space
   2. proximity
   3. balance
   4. inverted pyramid style

2. A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ arrangement of Web elements is centered or even and suggests a conservative, safe, and peaceful atmosphere.

1. symmetric
2. asymmetric
3. principle
4. chunked
   1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ means that you place related elements close to each other.
5. Focus
6. Contrast
7. Proximity
8. Symmetric
   1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a mix of elements to stimulate attention.
9. Focus
10. Contrast
11. Proximity
12. Balance
    1. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a dominating segment of a webpage that directs visitors’ attention to a center of interest or activity.
    2. contrast
    3. focal point
    4. white space
    5. pixel
    6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the combination of design elements identified with the website and its publisher.
13. Visual identity
14. Brand
15. Branding specification
16. Unity
    1. A basic tool for understanding color as a design tool is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
    2. palette
    3. RGB
    4. complementary color system
    5. color wheel
    6. Which of the following is considered a warm color?
    7. red
    8. blue
    9. green
    10. purple
    11. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ image is a miniature version that links to a larger image.
17. Photoshop
18. bandwidth
19. thumbnail
20. chunked

10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the measure of a display device’s sharpness and clarity, related directly to the number of pixels it can display.

1. Bandwidth
2. Resolution
3. Pixel
4. Tag line

Description: festline