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DATE: 28 March 2019

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

Chapter 3 ~ PLANNING A SUCCESSFUL WEBSITE, Part 1

Description: festline

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

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

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are the results you want your website to accomplish within a specific time frame.
   1. Goals
   2. Definitions
   3. Purpose statements
   4. Design plans

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ characteristics include gender, age group, educational level, income, location, and other characteristics that define who your website visitors are.

1. Psychographic
2. Hierarchal
3. Demographic
4. Personal assessment
   1. You can conduct a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ assessment to determine your target audience’s wants, needs, and expectations.
5. wants
6. target
7. expectations
8. needs
   1. A website’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_ should contain elements that draw the visitor in and encourage further exploration or interactivity.
9. hierarchical page
10. home page
11. gadget page
12. underlying page
    1. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ page uses images, animation, and sound to capture visitors’ attention and draw them into the site for further exploration.
    2. link
    3. splash
    4. flash
    5. widget
    6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_content is information that is relevant, informative, and timely.
13. Infographic
14. Public domain
15. Repurposed
16. Value-added
    1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ include elements such as clip art, illustrations, infographics, diagrams, and photographs.
    2. Gadgets
    3. Storyboards
    4. Images
    5. Audience profiles
    6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is regarded as some combination of text, images, animation, audio, or video.
    7. Demographic
    8. Streaming
    9. Psychographic
    10. Multimedia
    11. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a file that stores data so that the contents are searchable and easily updated.
17. layer
18. database
19. landing page
20. design plan

10. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Website structure does not arrange its pages in a specific structure.

1. tutorial
2. linear
3. webbed
4. hierarchical

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