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

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

DATE: 28 March 2019

RE: CIS 234 – Text A ~ WEB DESIGN Book

Chapter 4 ~ PLANNING A SUCCESSFUL WEBSITE, PART 2 (p. 122)

Description: festline

**INSTRUCTIONS: Type the END of the CHAPTER Questions and**

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

**MATCHING (Match each term here with the best description below)**

**\_\_\_d\_\_\_ 1. Scroll zone**

**\_\_\_c\_\_\_ 2. Internal style sheet**

**\_\_\_m\_\_\_3. Server-side image map**

**\_\_\_h\_\_\_ 4. Breadcrumb trail**

**\_\_\_f\_\_\_ 5. Rollover**

**\_\_\_h\_\_\_ 6. User-based**

**\_\_\_e\_\_ 7. Target**

**\_\_\_f\_\_\_ 8. Hot spot**

**\_\_\_o\_\_\_ 9. Inline style**

**\_\_\_n\_\_\_ 10. AutoComplete**

**\_\_\_a\_\_\_ 11. Navigation tab**

**\_\_\_l\_\_\_ 12. Heat map**

**\_\_\_b\_\_\_ 13. Usability test**

**\_\_\_g\_\_\_ 14. Liquid layout**

**\_\_\_k\_\_\_ 15. Fixed-width layout**

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**Ch. 4 Descriptions (Select the best description to match the terms above)**

**a. A navigation system that bases linking relationships on the way website visitors actually move from page to page**

**b. A way to evaluate exactly how website visitors will access website information and move from page to page at a website**

**c. A text file containing formatting instructions saved within a webpage’s HTML heading tags**

**d. The area beyond the initial visible screen**

**e. The webpage to which a link points**

**f. A clickable area on an image map**

**g. Specifies a webpage’s width specified as a percentage of the browser window**

**h. A group of related links used to display alternative views of the content**

**i. A hidden link that appears when you point to it**

**j. A hierarchical outline that shows the visitor the path between the home page and the current page**

**k. Specifies a webpage’s width in pixels**

**l. The colored data results on an analysis of website visitor’s eye movements**

**m. An image map in which the x- and y-coordinates of the clicked hot spot are processed outside of the HTML document**

**n. Provides suggestions to visitors as they type in a search box**

**o. Inserted within the <h1> tag on a page**

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