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RE: CIS 234 – Text A ~ WEB DESIGN Book

Chapter 2 ~ WEB PUBLISHING FUNDAMENTALS (p. 65)

Description: festline

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

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

**1. List and explain the advantages of web publishing over prints**

**2. Identify the basic design principles that help webpages deliver a powerful message and leave a distinct impression**

**3. Discuss how responsive web design principles influence web design**

**4. Discuss the role of branding in promoting unity and maintaining visual identity**

**5. Define chucked text and discuss reasons for using chunked text to create scalable web content**

**6. Explain the role of color as a web design tool**

**7. Describe the color wheel and identify primary colors and secondary colors**

**8. Explain the advantages and considerations unique to creating a mobile version of a website**

**9. Briefly discuss each of the following web publishing issues**

**a. Bandwidth**

**b. Monitor resolution**

**c. Legal and privacy concerns**

**d. Usability and accessibility**

1. **Currency advantage : the ability to quickly and inexpensively update webpages / Connectivity advantage : instantaneously distribute and share content / Interactivity advantage : data and resource sharing that enables communication with a website’s Customer Service or Sales Department or that allows users to post comments on an article / Cost advantage : updating web content is more cost effective / Delivery advantage : fast and inexpensive distribution of published information over the Internet and the web**
2. **Balance : the harmonious arrangement of elements / Proximity : strongly associated with balance. / Contrast : mix of elements to stimulate attention / focal point : dominating segment of the webpage that directs visitors’ attention to a center of interest or activity / Unity : a sense of oneness or belonging / visual Identity : the combination of design elements identified with the website and its publisher**
3. **Responsive web design should consider the change in resolution of the screen according to the device and auto-rotate facility when designing the website. Besides two factors, RWD's frontal page changes according to the device , which means that when designing the website, developer should take consideration on this characteristics. Otherwise, Designer will fail to design the page as he or she wanted at the beginning.**
4. **Brand is the assurance or guarantee that a business or organization offers to its customers. consistent application of branding specifications for color, images, and text applied to all of the entity’s media strengthens and promotes the unity and maintaining visual identity**
5. **Chunked text breaks webpage text into small sections with headings, subheadings, and bulleted lists that adequately but concisely cover the topic. Website visitors will likely scan webpages rather than taking the time to read every word.**
6. **Color helps to set a website’s mood as well as provide contrast between page elements.**
7. **Color wheel : helps choosing effective and appealing color combination / Primary color : red, yellow, and blue / Secondary color : orange, green, and purple**
8. **Ensure website can be viewed on mobile devices but the most important consideration when modifying a website for access by mobile devices is to simplify the navigation and content to accommodate a smaller screen size and the use of a stylus or touch screen.**
9. **A : the amount of traffic on the Internet at a specific time, and a webpage’s file size all affect how quickly the webpage downloads in a visitor’s browser. / B : Page elements appear large at low resolutions and decrease in size as resolution settings increase. A webpage viewed on a desktop or laptop will appear differently depending on the resolution setting of the user’s monitor. / C : Although it is relatively easy to copy an image, doing so is potentially illegal and unethical. By downloading and using the image without permission, you could violate the creator’s copyright, or ownership right to the image and many websites, especially e-commerce websites, collect sensitive personally identifiable information (PII), such as Social Security numbers, credit card numbers, names, addresses, and telephone numbers, Website is responsible to keep the information safe.**

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