

# The WDP exam

Eight of the questions below will appear in the exam, four from the Design section and four from the Tech section. The exam is two hours long. You will not be given a choice; you must answer all eight questions.

The content required to answer these questions may not appear in the lecture slides. To get good marks in the exam you will be expected to carry out further research on many if not all of the questions, and to follow up the references and links provided in the session slides. It is recommended that you write mock answers to each of the questions below before the exam.

## Tech section:

1. What is RSS? How is it used, and why is it an important aspect of Web Design?
2. Providing diagrams to illustrate your answer, briefly explain why a web designer might adopt a 'fluid' layout.
3. Explain what Quirks Mode is. How does it solve certain problems? What problems does it at the same time raise?
4. Using an annotated diagram to illustrate your answer, describe the CSS box model.
5. Explain the characteristics of both inline and block elements. How, and why, can the display property be used to manipulate these?
6. Explain what a microformat is. Describe using hCard as a code example.
7. Discuss the differences between HTML and XHTML. Provide code examples to illustrate these differences.
8. What is the Document Object Model and how does it help support interaction with a web page?
9. In CSS and HTML, explain differences between IDs and Classes. Discuss, using detailed code examples, their appropriate usage.
10. How might you format text properties with CSS? Give detailed code examples.
11. What are CSS pseudo-classes and how might a web designer use them? Give detailed code examples.

## Design section:

1. In Jesse James Garrett's five-layer model of user experience there are a layout (skeleton) layer and a structural (or architectural) layer. Briefly explain these layers and the way in which web site navigation spans them.
2. Explain how web sites can be seen as either hypertext systems or as software applications. What are the key differences in designing these?
3. Briefly explain the key features of User-Centered Design.
4. Explain what the benefits of using wireframes are, and how wireframes differ from design composites.
5. Web site navigation is often based on content classification systems. Describe what 'Exact' and 'Ambiguous' classification systems are, including details on common approaches to 'Ambiguous' classification systems.
6. Clearly explain the difference between market segmentation and personas.
7. Briefly describe the most common 'laws' in gestalt theory. Provide an example of how each can be used or applied in web design.
8. Succinctly describe what *accessibility* is and how it differs from *usability*. Explain how it can help regular users of the web.
9. What exactly are personas and what types of key characteristics might they contain?
10. What are the differences between strategic site objectives and site requirements?
11. Describe what labelling systems are, at what stage a web designer might encounter them, and why they are important.
12. What are the differences between site maps and site structure diagrams?
13. Name the different types of navigation systems you know and explain how they work.