


Practice Test

Taylor Peters's Chapter 3 Study Guide

Review
Page

Correct answers in **GREEN**. Your answers in **BLUE**.

-  1. A ____ page is a page that uses images, animation, and sound to capture visitors' attention.


A: layout

B: landing

C: splash

D: design

79

-  2. Which of the following is not a step in a detailed design plan?

A: Define the site's purpose

B: Determine the site's general content

C: Identify a pricing scheme

D: All of the above

70

-  3. A Web browser ____ is software that allows multimedia elements to play in a visitor's Web browser.


A: stream

B: flash

C: GIF

D: plug-in

83

-  4. ____ characteristics include gender, age group, income, location, and educational level.


A: Psychographic

B: Demographic

C: Target

D: Splash

73

-  5. Dynamically generated content frequently is called up from a ____, which is a file that stores data.

A: stream

B: database

C: flash

D: gadget

85

-  6. To assist visitors in finding information at larger sites, the home page often includes a ____ feature.

A: search

B: keyword

C: demographic

D: splash

76

-  7. A ____ site structure organizes Web pages into categories and subcategories by an increasing level of detail.









A: webbed

B: hierarchical

C: random

D: flowchart

90

-  8. You ____ for scannability.
A: chunk
B: scan
C: repurpose
D: localize
80
-  9. ____ are the methods you choose to accomplish the site's goals.
A: Objectives
B: Plans
C: Targets
D: Navigations
71
-  10. ____ media must transfer in its entirety to the user's computer before it can be seen or heard.
A: Gadget
B: Streaming
C: Downloadable
D: Live
83
-  11. Conduct a ____ to determine your target audience's wants, needs, and expectations.
A: psychographic study
B: demographic review
C: needs assessment
D: target plan
74
-  12. A page that does not currently fit into the linking arrangement is called a(n) ____ page.
A: dead-end
B: orphan
C: home
D: hidden
87
-  13. ____ connect the home page with an underlying page and connect one underlying page to another underlying page.
A: Links
B: Tabs
C: Buttons
D: None of the above
78
-  14. The first step in a design plan is to ____.
A: determine the site's general content
B: define the site's purpose
C: select the site's structure
D: specify the site's navigation system
70
-  15. ____ is frequently used as an extremely effective, low-bandwidth alternative to video.
A: Repurposing
B: Audio
C: An image
D: Multimedia
82

The specific group of visitors to which your site is

- ✓ 16. intended for is called the site's ____.
- A: target audience 73
- B: user pool
- C: demographic
- D: user list
- ✗ 17. ____ is regarded as some combination of text, images, animation, audio, or video.
- A: GIF
- B: Multimedia 84
- C: Flash
- D: Streaming
- ✓ 18. A Web site's primary page is called it's ____ page.
- A: home 76
- B: link
- C: splash
- D: reference
- ✓ 19. A ____ site structure does not arrange its pages in a specific order.
- A: hierarchical
- B: linear 89
- C: webbed
- D: all of the above
- ✗ 20. ____ content is relative, informative, timely, accurate, and usable.
- A: Multimedia
- B: Psychographic 79
- C: Demographic
- D: Value-added

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