1-21 Final Assessment

Final Score: 70 / 100 Points
Attempts: 1 out of unlimited

Retake Test

Results by category

The following table lists the topic areas tested by this assessment. When applicable, questions are tagged to multiple categories.

Content Strategy	1 of 1 Correct
History of Web Design	1 of 1 Correct
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Website Layouts	2 of 4 Correct

Question 1

5

Arial is a _____, whereas *Arial Narrow* is a _____.

- ☐ **a)** font; typeface
- ☐ **b)** font-weight; typeface
- ✔ ☑ **c)** typeface; font
- ☐ **d)** typeface, font style

Feedback: The correct answer is c. A typeface consists of a family of fonts, such as Arial or Times New Roman. A font is a member of a typeface.

Question 2

5

The above image is an example of which color scheme?

✔ ☑ **a)** Monochrome

☐ **b)** Complementary

☐ **c)** Analogous

☐ **d)** Triad

Feedback: The correct answer is a. This image shows a monochrome color scheme with various shades of green.

Question 3

5

A button on a webpage that reads, "Buy Now!" is known as what?

☐ **a)** A spotlight button

☐ **b)** A conversion click

☐ **c)** An advertisement

✔ ☑ **d)** A call-to-action

Feedback: The correct answer is d. A call-to-action is a statement designed to provoke an immediate response from the person reading or hearing it.

Question 4

0

A sidebar that is "stuck" to a certain area on a page—even as the user scrolls down—is known as what?

✘ ☑ **a)** Sticky sidebar

✔ ☐ **b)** Fixed sidebar

☐ **c)** Power sidebar

☐ **d)** Vertical sidebar

Feedback: The correct answer is b. A fixed sidebar is a sidebar that is fixed, or "stuck," to a certain area of the page. As you scroll down the page, the sidebar will remain visible.

Question 5

5

A website visitor scans down a webpage from left to right in a zig-zag pattern. The website visitor is following which reading pattern?

☐ **a)** F-pattern

✔ ☑ **b)** Z-pattern

☐ **c)** S-pattern

☐ **d)** T-pattern

Feedback: The correct answer is b. The website visitor is following the Z-pattern. The reader scans the webpage from top left to top right, then moves to the bottom left, followed by the bottom right in a zig-zag pattern.

Question 6

5

After arriving on a website, a pop-up appears on screen with a welcome message. This pop-up message is most likely created with which of the following?

☐ **a)** HTML

☐ **b)** CSS

✔ ☑ **c)** JavaScript

☐ **d)** A and B

Feedback: The correct answer is c. Anything that moves, refreshes, autocompletes, or changes, without the user performing an action, is likely the result of JavaScript.

Question 7

5

Design elements such as color, white space, and typography play an integral role in the _____ of a webpage.

☐ **a)** functionality

☐ **b)** information architecture

✔ ☑ **c)** readability

☐ **d)** responsiveness

Feedback: The correct answer is c. Readability is affected by visual hierarchy, color, and whitespace.

Question 8

5

Many online magazines use which type of website layout?

☐ **a)** Single-column layout

☐ **b)** Sidebar layout

✔ ☑ **c)** Grid layout

☐ **d)** Image-Slider layout

Feedback: The correct answer is c. Many online magazines use a hierarchical grid layout, otherwise known as a power grid.

Question 9

0

The card sort method is a tool used in which web design specialty?

✖ ☑ **a)** Content strategy

   ☐ **b)** User experience (UX)

   ☐ **c)** User interface design (UI)

✔ ☐ **d)** Information Architecture

Feedback: The correct answer is d. The card sort method is a tool used to organize website content (Information Architecture).

Question 10

5

Providing captions to all video and audio content is an example of a/an _____ standard.

   ☐ **a)** usability

   ☐ **b)** readability

✔ ☑ **c)** accessibility

   ☐ **d)** responsiveness

Feedback: The correct answer is c. Providing captions to all video and audio content is an accessibility standard from the Web Content Accessibility Guidelines (WCAG).

Question 11

5

What is a "rule" of visual hierarchy?

   ☐ **a)** Images should align to the left

   ☐ **b)** Navigation menus should appear at the bottom of the webpage

   ☐ **c)** Body text should align the right

✔ ☑ **d)** Headers should appear above body text

Feedback: The correct answer is d. Visual hierarchy organizes each element by order or importance. For example, headers appear above body text. This gives the reader a clue about the topic of the body text.

Question 12

5

What is the most current version of HTML?

   ☐ **a)** HTML3

   ☐ **b)** HTML4

✔ ☑ **c)** HTML5

   ☐ **d)** HTML6

Feedback: The correct answer is c. The fifth and most current version of HTML is HTML5 which provides web designers more flexibility and features without additional software.

Question 13

0

What was the main hurdle for the Web Standards Project?

- ✔ ☐ **a)** Convincing browser developers to follow the standards recommended by the World Wide Web Consortium (W3C)
- ✖ ☑ **b)** Defining a universal set of web accessibility standards for web designers to follow
- ☐ **c)** Discouraging web designers from using certain CSS properties that create accessibility issues
- ☐ **d)** Writing and publishing critical reports on browser inconsistencies

Feedback: The correct answer is a. The main hurdle for the WaSP was convincing browser developers, including Microsoft and Google, to deviate from their own set of rules and follow the W3C standards.

Question 14

0

Which alignment is standard for lengthy blocks of text?

- ☐ **a)** Right-align
- ✔ ☐ **b)** Left-align
- ✖ ☑ **c)** Center-align
- ☐ **d)** None of the above

Feedback: The correct answer is b. Left-aligned text is the standard for lengthy blocks of text, and left-aligned text is the default setting in most computer software. This is because those who read left-to-right often have difficulty reading long paragraphs of text that are aligned to the right.

Question 15

5

Which Internet browser accounted for nearly 75 percent of the market in the late nineties?

- ☐ **a)** Opera
- ☐ **b)** Mosaic
- ☐ **c)** Netscape
- ✔ ☑ **d)** Internet Explorer

Feedback: The correct answer is d. By the mid-nineties, Netscape was the top web browser, but was swiftly dethroned by Internet Explorer. Within four years, Internet Explorer accounted for 75 percent of the market.

Question 16

0

Which of the following influences website speed and website downtime?

✖ ☑ **a)** Responsiveness

✔ ☐ **b)** Usability

☐ **c)** Content strategy

☐ **d)** Accessibility

Feedback: The correct answer is b. Usability influences website speed and website downtime.

Question 17

0

What is the main disadvantage of grid layouts?

✔ ☐ **a)** Grid layouts require visual rhythm and balance

✖ ☑ **b)** Grid layouts can seem "obsolete" to those who prefer a more minimalistic look

☐ **c)** Grid layouts are not mobile-friendly

☐ **d)** A and C

Feedback: The correct answer is a. The main disadvantage of grid layouts is that they require visual rhythm and balance. Consistency in terms of content arrangement and alignment is necessary for a clean and organized webpage.

Question 18

5

Which two steps are involved in building a content strategy?

☐ **a)** Target audience research; content audit

✔ ☑ **b)** Content inventory; content audit

☐ **c)** Content inventory; content gap analysis

☐ **d)** Goal setting; content audit

Feedback: The correct answer is b. Building a content strategy involves two steps: content inventory and content audit.

Question 19

5

Who is responsible for designing the flow of tasks a user can perform on a website?

☐ **a)** The content strategist

☐ **b)** The content specialist

☐ **c)** The user experience (UX) designer

✔ ☑ **d)** The user interface (UI) designer

Feedback: The correct answer is d. The user interface (UI) designer focuses on the actual flow of tasks a user can perform on a website. This flow includes the buttons users click on, the text and images that guide

them, and other interactive items that may exist on the webpage, such as animations and transitions.

Question 20

5

Who is responsible for understanding the various web standards outlined by the World Wide Web Consortium (W3C)?

 ✓ ☑ **a)** The web designer

  ☐ **b)** The company or organization that employs the web designer

  ☐ **c)** The content strategist

  ☐ **d)** All of the above

Feedback: The correct answer is a. The web designer is responsible for understanding the various web standards outlined by the World Wide Web Consortium (W3C).

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