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Web Design Chapter 2: Web Publishing Fundamentals

DIRECTIONS:

1. **Read and answer questions:** Read the chapter in the WEB DESIGN textbook, and then fill in the answers to the questions below. Change the font color of your answers to **RED** (or another color of your choice) so the answers are easily distinguished from the questions for grading.
2. **Save as PDF:** When you have completed this assignment, save this file as a WORD file, and then save as a PDF file in your WD folder (press F12 for SAVE AS, then choose PDF from the SAVE AS TYPE dropdown list).

NOTE: You will upload your PDF file, share with your instructor, and link to your index page when you have learned to do this.

PART 1: Chapter 2: Read the chapter from the WEB DESIGN textbook, and then fill in the answers to these questions in the row after the question.

Definitions: Briefly define the following terms:

1. White space – The empty space that surrounds webpage elements.
2. Brand – The assurance or guarantee that a business or organization offers to its customers.
3. Chunked text – Breaks webpage text into small sections with headings, subheadings, and bulleted lists that adequately but concisely cover the topic.
4. Bandwidth – The quantity of data that can be transmitted in a specific time frame, measured in bits per second (bps).
5. Alt text (alternative text) – A text description provided for a webpage image that appears if images are unavailable or turned off in a browser.
6. Pixel – Short for picture element, a single point in an electronic image.

Questions: Answer each of the following briefly, but completely.

1. List and describe four advantages of web publishing:
 - Currency Advantage – The ability to update, maintain, and distribute information on the web is cheap and inexpensive.
 - Connectivity Advantage – The ability to instantaneously distribute and share content.
 - Interactivity Advantage – Allows for data and resource sharing that enables communications with a web site's Customer Service, a Sales Department, or that allows user to post content on an article.
 - Cost Advantage – The cost of publishing web content does not vary based upon its length, color composition, or density complexity.
 - Delivery Advantage – Enables the fast and inexpensive distribution of published information over the internet and the web.

2. Briefly describe these basic design principles with regard to effective web page design:
- Balance – The harmonious arrangement of elements that can be used to change or alter the mood of the user.
 - Proximity – When designing a web page, proximity means keeping related elements close to each other.
 - Contrast – When contrast is used appropriately, the attention of the user is guided around the page to key points or to the center of focus on a web page.
 - Unity – Unity is the sense of oneness or belonging that is used to maintain the website's visual identity.
 - Visual identity – Visual Identity is the combination of design elements identified with the website and the publisher.

3. a. What is a **tag line**? – A tag line is a concise statement that a consumer readily associates with a business, organization, or product.
- b. What is the tag line for each of the following online companies? (*Google these companies*)
- Vet Depot – Save more. Give your pet the best!
 - KV Supply – A trusted name in Pet Supplies and Pet Meds.
 - Dr. Foster and Smith – Veteriarian operated since 1983.
 - Pet Rescue RX – A pets before profits pharmacy.
- c. Which of these pet pharmacy tag lines do you think would attract more customers? Why? – Vet Depot – this tag line is simple and catchy which causes it to stick with you faster and longer.

4. List and describe these guidelines for effective writing for the web:
- Accuracy – This is the act of using reliable information, which is gathered from respectable subject experts, professional organizations, trade journals, and other resources with a proven track record.
 - Currency – Currency is the act of demonstrating the freshness of your page by including date and or time to your webpage.
 - Scannability – This is the organization of your webpage to allow for users to scan and gain a basic understanding of what your page is about. This can be accomplished by using chunked text, keeping first sentence in each paragraph a topic sentence, and avoiding using capital letters.
 - Organization – This is the practice of keeping the information in a manner that allows for easy navigation and scanning of the web page.

5. Define the following color terms:

- Primary colors – Red, Yellow, and Blue
- Secondary colors – Orange, Green, and Purple
- Cool colors – Green, Blue, and Purple – Suggest tranquility
- Warm colors – Red, Yellow, and Orange – associated with activity and power
- Complementary colors – Those colors completely opposite of each other on the color wheel.

6. Go to WIKIPEDIA (English) and look up **Web Colors** to answer these questions about the **hex triplet** color numbering system.

1. What is the hex triplet color system? - hex triplet is a six-digit, three-byte hexadecimal number used in HTML, CSS, SVG, and other computing applications, to represent colors.
2. How is the hex triplet formed (describe each byte)? – Byte 1 is red value, Byte 2 is green value, Byte 3 is blue value.
3. What is the 6-digit hexadecimal number for **black**? - #000000
4. What is the 6-digit hexadecimal number for **white**? - #FFFFFF
5. What is the 6-digit hexadecimal number for a **dark green**? - #006400
6. What is the 6-digit hexadecimal number for a **light green**? – 90EE90
7. What is the 6-digit hexadecimal number for a medium shade of **gray**? - #C0C0C0

7. a. Regarding graphics and color, what are **Google Doodles**? (*Google this to find out*) – Google Doodles are an artistic representation of the Google logo. These doodles are most commonly seen around holidays, anniversaries, and holidays.

b. Look through some of the Google Doodles, then enter your birthday in the search box to see any doodles that appeared on your birthday. Save the doodle you liked best, then insert it here (if there are no doodles for your birthday, find a doodle you particularly liked). Under the doodle, explain what the doodle is about. Insert doodle here:



This worm eating the fruit, represent the first day of spring when the plants begin to flower and bloom after a long winter.

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| 8. Describe important considerations when modifying a website for access by mobile devices : Using chunked text and keeping the website simple is the crucial. Another aspect to consider is using responsive design webpages. |
| 9. What are some legal issues involved in web publishing? – Copyright is a big issue, in addition to libel and defamation. |
| 10. What are some privacy issues involved in web publishing? – The collection of PII and protecting the information that is gathered and stored, through the use of encryption and security layers on webpages. Another risk is the use of cookies, and the potential for them to reveal private information or PII. |
| 11. What are some accessibility and usability issues involved in web publishing? – An issue is being able to make the web accessible and usable by those with special needs. To accommodate web designers will use the user experience in their programming, to enhance the users experience while on the web page. |