

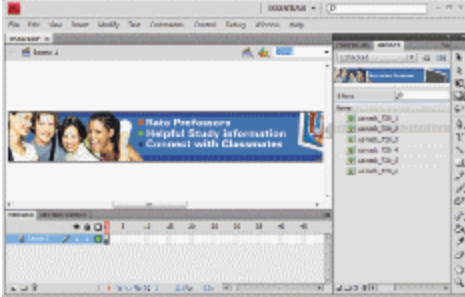
CIT-15 Chapter 10 Study Guide

Multiple Choice

Identify the choice that best completes the statement or answers the question.

- ____ 1. Today's fast computers and ____ Internet connections make Web-based multimedia very feasible.
- dial-up
 - broadband
 - microwave
 - ISDN
- ____ 2. Some e-commerce Web sites utilize ____ to display environments or show what products (such as a car or a home) look like in the real world.
- shopping carts
 - stock information
 - virtual reality
 - status notification
- ____ 3. Some people are ____ who learn best by doing.
- auditory learners
 - visual learners
 - manual learners
 - kinesthetic learners
- ____ 4. ____ is/are frequently added to buttons, logos, banners, and other Web page graphics.
- Text
 - Content
 - Passwords
 - Code
- ____ 5. ____ tend to be more readable for large quantities of text, and so they are traditionally used for this purpose.
- Serif typefaces
 - Arial typefaces
 - Sans serif typefaces
 - Dom Casual typefaces
- ____ 6. ____ consists of predrawn electronic images.
- ASCII art
 - Clip art
 - Graphics art
 - Drawing art
- ____ 7. Images created using Windows Paint and similar painting programs are usually saved in the ____ format.
- GIF
 - BMP
 - JPEG
 - TIFF
- ____ 8. Images are available in many formats, such as TIF, BMP, GIF, JPEG, and ____.
- AVI
 - MP3
 - PNG
 - MPEG
- ____ 9. The ____ format is a standard format for Web page images and is used most often with logos, banners, and other nonphotographic images.
- TIF
 - BMP
 - MPEG
 - GIF
- ____ 10. GIF images are always rectangular, but can use a(n) ____ background color to make the images appear to be nonrectangular.
- neutral
 - generic
 - all color
 - transparent
- ____ 11. The ____ format is a format specifically created for Web page images.
- TIF
 - BMP
 - PNG
 - PPT
- ____ 12. For Web pages, the ____ or PNG format is usually selected for line art, such as clip art, logos, navigation buttons, and so forth.
- TIF
 - GIF
 - MP3
 - BMP
- ____ 13. When a Web page requires a very large image (such as to better show a product, home for sale, or featured piece of art, for instance), a(n) ____ can be used to save loading time.
- thumbnail image
 - icon image

- ___ 27. When a markup language is used, markup ___ are inserted around the Web page content to identify where elements are to be displayed and how they should look when displayed.
- tags
 - divisions
 - identifiers
 - boxes
- ___ 28. Once a Web site has been carefully designed, it is time to create it. This process is called ___.
- Web site publication
 - Web site upload
 - Web site deployment
 - Web site development



- ___ 29. In the example shown in the accompanying figure, ___ is being used to create an animated banner.
- Adobe Flash
 - Adobe Dreamweaver
 - Adobe Fireworks
 - Adobe Contribute
- ___ 30. Most Web pages today are written in a ___— a coding system used to define the structure, layout, and general appearance of the content of a Web page.
- programming language
 - scripting language
 - 4G language
 - markup language
- ___ 31. ___ is a set of rules for exchanging data over the Web.
- MP3
 - PDF
 - XML
 - CGI
- ___ 32. ___ tags are similar to HTML tags, but there are stricter rules about how the markup tags are written.
- XML
 - XHTML
 - JavaScript
 - Perl
- ___ 33. ___ is a language used to create Web pages to be displayed on WAP-enabled wireless devices, such as some older mobile phones and those used in some developing countries.
- Wireless Markup Language (WML)
 - XHTML (Extensible Hypertext Markup Language)
 - XML (Extensible Markup Language)
 - Dynamic HTML (DHTML)
- ___ 34. ___ was originally developed as a programming language designed for processing text.
- ActiveX
 - Perl
 - JavaScript
 - AJAX
- ___ 35. Some of the most popular Web site authoring programs are Microsoft Expression Web and ___.
- Adobe Contribute
 - Adobe Flash
 - Adobe Dreamweaver
 - Adobe Fireworks

Case-Based Critical Thinking Questions

Case 10-1

Smith Web Design is creating a secure Web site for a local doctor. In addition to providing basic information about her practice, she wants her patients to be able to log on and access their records, including images such as X-rays and MRIs.

- ___ 36. After patients log on, they should be able to download their X-rays and MRIs. These images should be provided in the ___ format.
- | | |
|---------|--------|
| a. JPEG | c. GIF |
| b. BMP | d. TIF |
- ___ 37. In the “About Us” section of the Web site, the doctor wants to include a photo of her office. She should save this image in the ___ format.
- | | |
|---------|--------|
| a. JPEG | c. GIF |
| b. BMP | d. TIF |
- ___ 38. Smith Web Design has decided to place all navigation buttons in a column on the left hand side of the page. They should create these in the ___ format.
- | | |
|---------|--------|
| a. JPEG | c. GIF |
| b. BMP | d. TIF |

Case-Based Critical Thinking Questions

Case 10-2

Andrea is an aspiring songwriter and musician. She is creating a Web site that would allow her to showcase her talent and gain exposure.

- ___ 39. Andrea does not yet have any CDs of her music, but she can still create audio files to put on her Web site using a microphone or ___ instrument.
- | | |
|---------|--------|
| a. WML | c. WAV |
| b. MIDI | d. XML |
- ___ 40. Once Andrea has recorded her music in an audio file, she would need to use a ___ method to reduce the size of the file before making it available through her Web site.
- | | |
|--------------|----------------|
| a. filtering | c. buffering |
| b. streaming | d. compression |