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**WEB DESIGN Textbook Assignment: Chapter 2: Web Publishing Fundamentals**

**POINTS: 10**

DIRECTIONS: Type the answers to the following questions as appropriate. Underline your answers to distinguish them from the questions. This document should have a professional appearance when complete. *NOTE: Test questions will be based on this information.*

**1. Definitions:** Briefly define the following terms:

1. chunked text is when Web page text is broken into small sections with heading, subheadings, and bulleted lists that are written to adequately but concisely cover the topic.
2. primary colors are red, yellow, and blue
3. secondary colors are orange, green, and purple
4. warm colors are yellow, orange, and red colors
5. cool colors
6. complementary colors are those directly opposite each other on the wheel.
7. RGB color scheme combines channels of red, green, and blue light
8. Bandwidth is the quantity of data that can be transmitted in a specific time frame
9. monitor resolution is the measure of a monitor's sharpness and clarity
10. pixel is a single point in an electronic image
11. liquid layout techniques use HTML layout tables or CSS to create Web pages that resize as the browser window resizes for any monitor resolution
12. copyright is the ownership right to the image
13. encryption is a process that changes data, encoding it so that it cannot be understood if an unauthorized person attempts to read it.
14. decryption is the process that changes data back to its original format, the information becomes understandable
15. SSL is used to safeguard confidential information transmitted over the Internet
16. Cookies are small text files stored on a visitor's hard drive
17. WAI a consortium of government agencies

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

1. List and describe four advantages of web publishing. Currency, lets the information be updated quickly and inexpensively. Interactivity, lets the public interact with each other and the publisher. Cost, it is cheaper to post information on the Internet than to constantly print the information on paper and distribute it. Delivery, the information over the Internet and the Web can be significantly faster and less expensive than using print media.
2. What are several components that contribute to a company's "brand"?
3. List and describe three guidelines for effective writing for the web.
4. Why should you avoid underlining text in a web page? What can you do instead of underlining to emphasize text on a web page?
5. What is the "web-safe palette" and how many colors are in it?
6. What are the three most popular browsers? Firefox, Netscape, and Google Chrome are the three most popular browsers.

7. Go to Wikipedia to answer these questions (<http://www.wikipedia.org>):
  - a. What is Wikipedia? Wikipedia is a free, web-based and collaborative multilingual encyclopedia project supported by the non-profit Wikimedia Foundation.
  - b. What is today's featured article about? The Battle of Edson's Ridge

**Search for each of the following on wikipedia and give a brief description of each:**

- a. Firefox: a free and open source web browser descended from the Mozilla Application Suite and managed by Mozilla Corporation. Firefox had 22.98% of the recorded usage share of web browsers as of August 2009 making it the second most popular browser in terms of current use worldwide, after Microsoft's Internet Explorer.
- b. Netscape: a US computer services company, best known for its web browser. The browser was once dominant in terms of usage share, but lost most of that share to Internet Explorer during the first browser war. By the end of 2006, the usage share of Netscape browsers had fallen, from over 90% in the mid 1990s, to less than 1%. Netscape developed the Secure Sockets Layer Protocol (SSL) used for securing online communication, which is still widely used.
- c. Google Chrome (browser) : a web browser released by Google which uses the WebKit layout engine and application framework. It was first released as a beta version for Microsoft Windows on 2 September 2008, and the public stable release was on 11 December 2008. The name is derived from the graphical user interface frame, or "chrome", of web browsers. In September 2009, Chrome was the fourth most widely used browser, with 2.84% of worldwide usage share of web browsers. Development versions of Chrome for Linux and Mac OS X were released in June 2009.
- d. hex triplet color system is a base-16 numerical color system which uses sixteen distinct symbols, most often the symbols 0–9 to represent values zero to nine, and A, B, C, D, E, F (or a through f) to represent values ten to fifteen.

**In the hex triplet color system:**

- a. What number indicates the absence of color? 0 indicates the absence of color.
- b. What number indicates the brightest color? 9 indicates the brightest color.
- c. Give the 6-digit hexadecimal number for black: #000000
- d. Give the 6-digit hexadecimal number for white: #FFFFFF
- e. Give the 6-digit hexadecimal number for a dark green: #008000
- f. Give the 6-digit hexadecimal number for a light green: #00FF00
- g. Give the 6-digit hexadecimal number for a medium shade of gray: #808080