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# PRINCIPLES OF WEB DESIGN 6E

## Chapter 2 Review Questions

1. Make a list of human factors to consider when building a Web site.
  - How users will interact with the content
  - How users will view the Web pages
  - Reading patterns
  - Tasks users want to accomplish
  - How easily users can navigate the site
  - Amount of information to provide
  - Accessibility
2. Make a list of technical factors to consider when building a Web site.
  - Browser compatibility
  - Connection speed differences
  - Browser cache and download time
  - User computing devices, including monitors
  - User operating system
3. What design guidelines will you follow to ensure compatibility?
  - W3C standards for HTML and CSS
  - Design for the user
  - Fixed layouts vs. flexible/responsive layouts
4. How does browser caching affect Web design?

To take advantage of the browser's caching capabilities, reuse graphics as much as possible throughout your site. To make pages load faster, standardize the look of your site by using the same navigation, branding, and background graphics throughout.
5. How do multiple screen resolutions affect Web design?

You need to select a fixed layout or flexible layout. Fixed layouts display pages consistently no matter the user's resolution, so they are becoming the layout of choice for Web designers.
6. Name three ways to create a unified look for your site.

Plan smooth transitions, use a grid to provide visual structure, and include active white space.
7. Describe two methods of designing for multiple screen resolutions. Note the advantages and disadvantages of each.

Fixed and flexible page layouts. In flexible layouts, the line of text can be excessively long at wider screen resolutions, decreasing legibility. However, flexible page layouts adapt well to screens with lower resolution and give users control over how they interact with your content. Fixed page layouts allow the designer to control the look of the Web pages as if it were a printed page, with consistent width and height. Left-aligned fixed layouts can display too much white space on the right side of the screen.
8. How does a grid layout enhance Web design?

A grid provides visual consistency throughout your site.
9. Explain active versus passive white space.

White space that is used deliberately is called active white space and is an integral part of your design that structures and separates content. Sometimes the strongest part of a design is the active white space. Passive white space includes the blank areas that border the screen or are the result of mismatched shapes.

10. List three ways to create a smooth transition between pages of a Web site.

Use repeating colors and fonts, a page layout that allows different hierarchical levels, and consistency in the placement of design and navigational elements.

11. List two benefits of consistently placing navigation tools.

Consistent navigation tools provide grounding for the user, allowing them to orient themselves quickly to your navigation structure. Consistent navigation graphics also avoid the need to download a wide variety of graphics.

12. Describe the difference between reading and scanning a page.

On a main page or section page, users want to quickly scan the content, scrolling if necessary, pointing to graphics to see if they are hyperlinked, and clicking linked text. Users interact with a page with large blocks of text more slowly, scrolling and possibly clicking hyperlinked words of interest.

13. Describe three web page viewing patterns.

Page-based reading pattern, landscape viewing pattern, and F-shaped viewing pattern.

14. Name three ways to focus a user's attention.

Object placement, text weight, and color use.

15. Describe why using "Click here" as link text is ineffective.

Avoid using "Click Here" as the hypertext link because it doesn't reflect the content it is connected to. Instead provide a helpful textual clue to the destination of the link.

15. Describe the benefits of textual linking.

You can replicate this nonlinear reading method on your Web site with links that let users move from page to page or section to section. With thoughtful hypertext writing, you can engage readers in a whole new way.

16. Describe the benefits of textual links.

Allows for nonlinear reading, which can be engaging. Abundant hypertext links allow users to create a view of the site's information that is uniquely their own.

17. Name three differences between paper-based and screen-based design.

Although most paper-based media are portrait oriented, the computer screen is landscape oriented—that is, wider than it is tall. While a piece of paper reflects light, a computer screen has light passing through it from behind. Computer screens also use a much lower resolution than the printed page.

18. Describe a good strategy to format text for online display.

The text width should be short and easy to read without horizontal scrolling. Design the font for online reading. The white space on both sides should create a text column that enforces the vertical flow of the page. The illustrations should break up the text and relieve the user's eyes.

19. Describe the four main guidelines in the WCAG 2.0 for designing accessible Web sites.

- **Optional navigation links**—Lets users with screen readers skip repetitive navigation links and jump directly to the page content
- **High-contrast version**—Lets users switch to a legible alternate page version to make text easier to read

- **User-controlled font size**—Lets users adjust the font size for optimal legibility
- **Access keys**—Lets users access sections of the site with keystrokes, which are listed on the Accessibility page