

Chapter 5 Quiz

1. Your corporation has an annual report that must get to every one of its stockholders. Print- If you want to make sure that the report is seen by all of the stockholders, print is the proper way to go.

2. You're a graphic artist and you want to relocate from a small town to a big city. You can print up four-color brochures to send to all the ad agencies and studios, or you can put part of your portfolio in the mail, or you can send every agencies and studio your web address.

Print- In a big city there are many people with the same position as you, agencies and studios are not likely to view the web site. A brochure is immediate in its viewing.

3. You're a small software company and every few months you have updates to your software. You need to notify existing customers and find a way to get them the updates.

Web- Using the web for updates every few months is more inexpensive than using print. Existing customers are more likely to visit the site.

4. You have valuable information that you clients pay a lot of money for. But the information changes regularly-sometimes as often as weekly.

Web- If clients know that information is updated regularly, they will return to the site to find the information. Printing constantly changing information can be very expensive.

5. You're a teacher/businessperson and you have a great collection of small booklets that are extremely useful for your students/ clients. You know the rest of the world would like the information, but publishers complain the booklets are too small and don't want to deal with them. Because your readers' responses have been very strong, you are willing to publish the booklets yourself.

Web- A collection of booklets would be expensive to publish, especially for a group of students or clients. The web offers an inexpensive alternative that can be accessed as the students/ clients see fit.

6. Your sweetheart has decided it is time for the world to recognize the phenomenal breadth of your artistic talent. She wants to compile a high-quality collection of your life's work.

Web- People from all over can view the artistic talent that you hold.

Print- If you want a high-quality collection, print is the right selection.

Chapter 6 Quiz

In developing my web site, I took many things from chapter 6 into consideration. I aligned my information so that the pages had a cohesive look to them. I grouped similar elements in close proximity to each other so the reader knows that they are connected. I created repetitive elements throughout the site, such as having my contact information on each page and having each link open in a new window.

Chapter 7 Quiz

Example A

My first impression is that the site is not very colorful. There is technically not a navigation toolbar. The links instead are position in the middle of the page which is distracting and confusing.

Example B

The site is colorful without being overwhelming. The graphics are cute and appropriate. The navigation toolbar is vertically visible on the page; it appears that you can see the entire toolbar without scrolling. The site has space on the main page to describe what the page is for.