

JB 3623 Internet Communications

1/25/2007

First Quiz

Dennis Whiteman, Instructor

Write your name and login id:

These questions are True/False questions. If you agree with the statement, write 'T' and if you think statement is incorrect, write 'F'.

1. CSS stands for Cascading Sheet of Styles **F**
2. XHTML is the current language for structural markup **T**
3. Bill Gates is considered to be the father of the World Wide Web **F**
4. Wordpress is the content management system we are using in this class **T**
5. RSS is an XML Application **T**
6. Web typography is defined using CSS **T**
7. XHTML elements must be UPPER case to meet XML standards **F**
8. IP addresses are unique street addresses where the post office delivers mail **F**
9. The Domain Name System (DNS) converts domain names into IP addresses **T**
10. The internet can only transmit written material; any audio or visual material must use another system for transmission **F**

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Quiz 2

Dennis Whiteman, Instructor

Write your name and login id:

These are all True/False questions. If you agree with the statement, write 'T' and if you think statement is incorrect, write 'F'.

1. Vector graphics can be scaled up or down without losing quality **T**
2. GIF images use a lossy compression format to preserve colors as closely as possible
F
3. JPEG images are best for photographs or continuous tone images **T**
4. PNG images require you to pay royalties to OSU before you can post them on your web site **F**
5. PNG and JPEG images can have a color set as transparent in a browser **F**
6. To match colors as closely as possible, you should always work in RGB color instead of CMYK when creating web graphics **T**
7. Images used for the web sites in this class must be resized to the actual size they will display in a user's web browser **T**
8. Illustrator is a program for creating and editing vector graphics **T**
9. `bold`:This combo of text and html would appear bold on a web page **F**
10. The content between the `<body></body>` tags is what appears in the web browser **T**

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3/6/2007

Quiz 3

Dennis Whiteman, Visiting Lecturer

Write your name and login id:

These are all True/False questions. If you agree with the statement, write 'T' and if you think statement is incorrect, write 'F'.

1. Using the 'get' method form attribute means the URL is hidden from the end user while the 'post' method appends form data to the URL **F**
2. The 'check box' input type attribute can have multiple values while the 'radio' button allows the user to toggle between values **T**
3. Textarea elements allow you to have multiple lines in which to enter text **T**
4. You can usually download an audio clip faster than you can listen to it **T**
5. MIDI files are the most popular format for posting audio on the internet **F**
6. Codec stands for a Compressor/De-compressor **T**
7. Flash is the most universally installed video format **T**
8. Bit Rate is calculated by dividing the length in seconds by the size of the file **F**
9. MP3 files are actually MPEG-I, Layer III audio files **T**
10. YouTube.com uses Flash's Sorenson Spark codec as its standard **T**

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Quiz 4

Dennis Whiteman, Visiting Lecturer

Write your name and login id:

These are all True/False questions. If you agree with the statement, write 'T' and if you think statement is incorrect, write 'F'.

1. The ultimate goal for any web site is to make your content available to the widest possible audience **T**
2. The federal law governing accessibility of web sites is known as Section 8 **F**
3. Screen readers read back the source code of web pages **F**
4. Voice recognition systems read back the contents of web pages **F**
5. Zoom layouts are designed to allow users with low vision to enlarge font size to make pages easier to read while degrading the web layout gracefully **T**
6. Alt attributes for images provide descriptions when images are not being loaded in the user's browser or when the page is being read by a screen reader **T**
7. Well organized documents provide a foundation for accessible web sites **T**
8. Access keys are special keyboards designed for people with mobility disabilities **F**
9. More accessible web pages rank higher in search engine page rankings **T**
10. Your Semester Class Projects are due April 17, 2007 **T**

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4/5/2007

Quiz 5

Dennis Whiteman, Visiting Lecturer

Write your name and login id:

These are all True/False questions. If you agree with the statement, write 'T' and if you think statement is incorrect, write 'F'.

1. JPEG is the best image format for displaying photographs **T**
2. Font-size is the web equivalent of the print terminology for leading **F**
3. Links are always underlined and there is no way to override that setting **F**
4. Using ../../ in a relative URL tells the browser to go up two levels **T**
5. The head section of a web page appears at the top of the browser window **F**
6. A CSS rule's declaration consists of a property and a value **T**
7. Setting the body as a CSS selector affects the entire displayed area of a web page **T**
8. JPEG images can have a single color designated as being transparent **F**
9. Photoshop's "Save for Web..." feature allows you to compare how the original image looks to how it will appear when saved as a web graphic **T**
10. Your Semester Class Projects are due April 17, 2007 **T**

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Quiz 6

Dennis Whiteman, Visiting Lecturer

Write your name and login id:

These are all True/False questions. Each item within square brackets is a CSS property and its corresponding value. If you agree with the statement, write 'T' and if you think statement is incorrect, write 'F'.

1. [float: right] will cause an image to appear left of elements following it **F**
2. [text-align: center] will cause text to appear centered **T**
3. [font-style: bold] will cause text to appear bold **F**
4. [font-size: 2em] will cause text to appear twice its normal size **T**
5. [color: #000] will cause text to appear black **T**
6. [background-color: #000] will cause text to appear black **F**
7. [font-family: arial, helvetica, sans-serif] will cause text to appear as a serif font **F**
8. [margin-left: 5px] will add a five pixel margin to right of an element **F**
9. [border-top: 1px solid #f60;] will add a one pixel orange border to top of an element **T**
10. Your Semester Class Projects are due April 17, 2007 **T**

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4/19/2007

Seventh Quiz

Dennis Whiteman, Instructor

Write your name and login id:

These are all True/False questions. If you agree with the statement, write 'T' and if you think statement is incorrect, write 'F'.

1. Whenever you visit any web site, information about you, such as your name, cell phone number and address, are recorded in log files kept by the server: **F**
2. The *Referer* is the web site which your browser says you came from: **T**
3. "Page Views" are considered a more accurate measure of web traffic than "Hits": **T**
4. Google Adwords are ads that appear based on search keywords that you purchase: **T**
5. Google Adsense is a system where Adwords ads appear on other peoples web sites and Google pays a commission based on clicks on those ads: **T**
6. Adsense advertising blocks that appear "below the fold" tend to attract more clicks than ads that appear at the top of the page: **F**
7. Because Adsense blocks are based on clicks, the amount of traffic your web site attracts does not impact how much money you make: **F**
8. Unlike print or broadcast advertising, Adwords advertising allows the advertiser to see the actual impact of its ads through the "conversion rate" or real numbers of sales: **T**
9. Google Adwords ads consist of 4 lines containing a title, description and link: **T**
10. Affiliate marketing involves an agreement where the owner of one web site earns a commission from the owner of another site based on referrals: **T**