Quiz: Web Design
Faculty member: Elizabeth Stephens

1. A site's logo and tagline help establish:
    a. A site's purpose
    b. Advertising
    c. What's clickable
    d. White space

2. What might make a user leave your site?
    a. White space
    b. Clear navigation
    c. Cluttered visual presentation
    d. Interesting content

3. White space does which of the following for a website:
    a. Improves user experience and comprehension
    b. Makes elements stand out
    c. Minimizes noise
    d. All of the above

4. **Hierarchy can be established with which of the following elements:**
    a. Art/photos
    b. Font type
    c. Font size
    d. All of the above

5. When choosing fonts, you should:
    a. Use as many as possible
    b. Find font families that flow well together
    c. Use all sans serif
    d. Use for decoration

6. True or False: When incorporating ads into your site, you should clearly differentiate editorial content from ads.
    a. True
    b. False

7. True or False: If your site works in one browser, it will work in all browsers.
    a. True
    b. False

8. **In just a few seconds, users need to be able to answer which four questions about your site:**
    a. What I can buy on the site? How much does a product cost? How do I have it shipped? What are the reviews?
    b. What is the top story today? What is the source for the stories? What is most popular? What is the weather today?
    c. What is this? What can I do here? What do they have here? Why should I be here?
    d. What color is the background? How big is the type? What fonts are being used? How big is the logo?

9. **True or False: The navigation of a site can change on every page.**
    a. True
    b. False

10. **What is the goal of a well-designed news website?**
    a. Making the most money through ads
    b. Providing the best user experience possible to encourage return visits
    c. Putting as much information out as possible to give the reader lots of options
    d. Sacrificing user experience to maximize search referrals