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Chapter 2 – Creating and Editing a Web Page Using Inline Styles

MULTIPLE CHOICE

1. _____ is a basic text editor installed with Windows that you can use for simple documents or for cre ting Web pages using HTML.
   a. Microsoft Word
   b. Adobe Dreamweaver CS3
   c. Notepad++
   d. Microsoft ExpressionWeb

   ANS: C   PTS: 1   REF: HTML 34

2. The _____ is usually the first element of a Web page that you see.
   a. background
   b. header
   c. title
   d. body

   ANS: C   PTS: 1   REF: HTML 37

3. The_____should identify the content or purpose of a Web page.
   a. background
   b. header
   c. title
   d. body

   ANS: C   PTS: 1   REF: HTML 37

4. The_____of a Web page contains the information that is displayed in the browser window.
   a. background
   b. header
   c. title
   d. body

   ANS: D   PTS: 1   REF: HTML 37

5. The title of a Web page is the name assigned to the page if a user adds the page to the browser's list of _____.
   a. indices
   b. links
   c. favorites
   d. resources

ANS: C   PTS: 1   REF: HTML 37

6. A(n)_____image is not part of the HTML file.
    a. linked   c. indexed
    b. embedded   d. inline

    ANS: D   PTS: 1   REF: HTML 38

7. On the Web,_____are the primary way to navigate between Web pages and among Web sites.
    a. indices   c. links
    b. icons   d. images

    ANS: C   PTS: 1   REF: HTML 38

8. _____links are the most commonly used hyperlinks.
    a. Server   c. Text
    b. Proxy   d. Protocol

    ANS: C   PTS: 1   REF: HTML 38

9. ___ are used to set off different paragraphs of text or different sections of a page.
    a. Tags   c. Headings
    b. Proxies   d. Protocols

    ANS: C   PTS: 1   REF: HTML 38

10. The   tags indicate the start and end of an HTML document.
    a. <head> and </head>   c. <body> and </body>
    b. <page> and </page>   d. <html> and </html>

    ANS: D   PTS: 1   REF: HTML 39

11. The_____tag can be used to declare the character encoding UTF-8.
    a. <head />   c.
    b. <meta />   d. <html />

    ANS: B   PTS: 1   REF: HTML 39

12. The_____tags contain the Web page title, for example.
    a. <html> and </html>   c. <body> and </body>
    b. <page> and </page>   d. <head> and </head>

    ANS: D   PTS: 1   REF: HTML 39

13. The_____tags contain the main content of a Web page.
    a. <html> and </html>   c. <head> and </head>
    b. <page> and </page>   d. <body> and </body>

    ANS: D   PTS: 1   REF: HTML 39

14. When the browser finds a(n)_____tag in an HTML file, it starts a new line and inserts a blank line
    above the new paragraph.
    a.
                               c.
    b. <p>   d. <n>

    ANS: B   PTS: 1   REF: HTML 40

15. When you first start Notepad++, the file name_____displays on the title bar.
    a. Untitled   c. Main
    b. new 1   d. Default

    ANS: B   PTS: 1   REF: HTML 41

16. Bulleted lists are also called_____lists.
    a. intranet   c. unordered
    b. extranet   d. newsnet

    ANS: C   PTS: 1   REF: HTML 49

17. Numbered lists are also called_____lists.
    a. browser   c. manager
    b. ordered   d. explorer

    ANS: B   PTS: 1   REF: HTML 49

18. The_____tags must be at the start and end of an unordered list.
    a. and   c. and
    b. and   d. <dl> and </dl>

    ANS: C   PTS: 1   REF: HTML 50

19. The_____tags must be at the start and end of an ordered list.
    a. and   c. and
    b. and   d. <dl> and </dl>

    ANS: A   PTS: 1   REF: HTML 50

20. The_____tags are used to define a list item in an ordered or unordered list.
    a. and   c. and
    b. and   d. <dl> and </dl>

    ANS: A   PTS: 1   REF: HTML 50

21. If a type attribute is not specified for an unordered list, the list uses the_____bullet.
    a. square   c. circle
    b. disc   d. triangle

    ANS: B   PTS: 1   REF: HTML 51

22. To change the default bullet or number type, the_____property is entered within the <ol> or <ul> tags.
    a. list-style-type   c. bullet-value
    b. key   d. format

    ANS: A   PTS: 1   REF: HTML 51

23. A(n)_____list offsets information in a dictionary-like style.
    a. glossary   c. unordered
    b. bulleted   d. definition

    ANS: D   PTS: 1   REF: HTML 52

24. The_____tags must be at the start and end of a definition list.
    a. and   c. and
    b. and   d. <dl> and </dl>

ANS: D   PTS: 1   REF: HTML 52

25. A_____tag indicates a term in a definition list.
    a. <dl>   c. <dd>
    b. <dr>   d. <dt>

    ANS: D   PTS: 1   REF: HTML 52

26. HTML files must end with an extension of_____.
    a. .htm   c. .http
    b. .html   d. either a or b

    ANS: D   PTS: 1   REF: HTML 54

27. The_____capability of Windows allows more than one program to run at the same time.
    a. multitasking   c. browsing
    b. paging   d. referencing

    ANS: A   PTS: 1   REF: HTML 58

28. If your computer is connected to the Internet when the browser window opens, it displays a(n) _____
    page.
    a. custom   c. start
    b. main   d. origin

    ANS: C   PTS: 1   REF: HTML 58

29. A(n)_____includes at least one type of style or property to apply to the selected element.
    a. declaration   c. property
    b. value   d. selector

    ANS: A   PTS: 1   REF: HTML 62

30. A(n)_____style takes precedence over the styles defined in all other kinds of style sheets.
    a. embedded   c. inline
    b. external   d. internal

    ANS: C   PTS: 1   REF: HTML 63

31. In this style <h1 style="font-family: Garamond; font-color: navy">, the_____is everything between
    the quotation marks.
    a. property   c. selector
    b. declaration   d. precedent

    ANS: B   PTS: 1   REF: HTML 62

32. __ images use LZW compression techniques to make them smaller for download on the Web.
    a. JPEG   c. PNG
    b. GIF   d. TIFF

    ANS: B   PTS: 1   REF: HTML 64

33. The _____ format is a patent-free alternative to an existing graphical format.
    a. JPEG   c. PNG
    b. GIF   d. TIFF

ANS: C   PTS: 1   REF: HTML 64

34. The_____format can be used with complex images, such as photographs, because the format supports more colors and resolutions than the other file formats.
   a. JPEG   c. PNG
   b. GIF   d. TIFF

   ANS: A   PTS: 1   REF: HTML 64

35. The_____attribute is used to define the URL of an image to load with the <img> tag.
   a. src   c. loc
   b. url   d. load

   ANS: A   PTS: 1   REF: HTML 65

36. An image's_____text should be a brief representation of the purpose of the image.
   a. alternative   c. standard
   b. descriptive   d. link

   ANS: A   PTS: 1   REF: HTML 65

37. The height of a horizontal rule is measured in_____.
   a. picas   c. points
   b. pixels   d. bytes

   ANS: B   PTS: 1   REF: HTML 70

38. To view the latest version of a Web page in a browser, the page must be_____.
   a. refreshed   c. indexed
   b. linked   d. installed

   ANS: A   PTS: 1   REF: HTML 72

39. The HTML5 Conformance Checker used for validation on HTML5 code is_____.
   a. referential   c. compiled
   b. linked   d. experimental

   ANS: D   PTS: 1   REF: HTML 73

40. _____code is the code or instructions used to create a Web page or program.
   a. Compiled   c. WYSIWYG
   b. Source   d. Development

   ANS: B   PTS: 1   REF: HTML 76

MULTIPLE RESPONSE

Modified Multiple Choice

1. Adding_____is an example of how you can modify the format of a Web page.
   a. an image   c. a horizontal rule
   b. color to heading   d. XHTML compliance

   ANS: A, B, C   PTS: 1   REF: HTML 36

2. Normal text can be_____.

a. formatted to appear as bold
b. formatted to appear as italic
c. formatted to appear as underlined
d. used in a standard paragraph

ANS: A, B, C, D   PTS: 1   REF: HTML 38

3. The most popular types of lists are_____lists.
   a. definition
   b. numbered
   c. bulleted
   d. ordered

ANS: B, C, D   PTS: 1   REF: HTML 49

4. An ordered list can use_____.
   a. bullets
   b. Arabic numbers
   c. Roman numerals
   d. letters

ANS: B, C, D   PTS: 1   REF: HTML 50

5. _____styles override those of external style sheets.
   a. Inline
   b. Indexed
   c. Embedded
   d. Internal

ANS: A, C   PTS: 1   REF: HTML 62

MODIFIED TRUE/FALSE

1. A(n) <tangential> tag is used to represent content that is slightly related to the rest of the page, such as comments, biography, or background information. _____

ANS: F, aside

PTS: 1   REF: HTML 45

2. HTML has several different levels of headings numbered 1 through 6, with <h6> being the largest. _____

ANS: F, smallest

PTS: 1   REF: HTML 46

3. Noninterlaced GIF images load all at once, starting with a blurry look and becoming sharper as they load. _____

ANS: F, Interlaced

PTS: 1   REF: HTML 64

4. GIF files often are used for more complex images, such as photographs, because the file format supports more colors and resolutions than the other file types. _____

ANS: F, JPEG

PTS: 1   REF: HTML 64

5. The <u>alt</u> attribute is used to provide alternative text when an image is being loaded.

   _____

   ANS: T   PTS: 1   REF: HTML 65

TRUE/FALSE

1. Links point only to Web pages.

   ANS: F   PTS: 1   REF: HTML 38

2. The Unicode Transformation Format (UTF) is a compressed format that allows computers to display and manipulate text.

   ANS: T   PTS: 1   REF: HTML 39

3. In Notepad++, the text entered in the text area scrolls continuously to the right unless the word wrap feature is enabled.

   ANS: T   PTS: 1   REF: HTML 42

4. The HTML5 structural elements are semantic in that the name of the tag reflects the purpose of the tag.

   ANS: T   PTS: 1   REF: HTML 45

5. If you are using a Heading 2 style for a specific level of text, you always should use a heading 2 style to break up information at that level.

   ANS: T   PTS: 1   REF: HTML 47

6. It is good practice to start with a Heading 1 style and then to use a heading 3 style as a way to add visual interest to a page.

   ANS: F   PTS: 1   REF: HTML 47

7. An unordered list can use one of four different bullet options: disc, square, circle, or triangle.

   ANS: F   PTS: 1   REF: HTML 50

8. If you use the <ul> or <ol> start tags without attributes, you will get the default bullet (square) or number style (Roman numerals).

   ANS: F   PTS: 1   REF: HTML 51

9. Used more often than unordered and ordered lists, definition lists are useful to create a glossary-like list of terms and definitions.

   ANS: F   PTS: 1   REF: HTML 52

10. Almost all current operating systems allow long file names.

    ANS: T   PTS: 1   REF: HTML 54

11. For Web servers that run an operating system that does not accept long file names, you need the .html extension.

    ANS: F   PTS: 1   REF: HTML 54

12. You do not need to first save an HTML file first in order to view the Web page in a browser.

    ANS: F   PTS: 1   REF: HTML 55

13. After entering code in an HTML file, you should view the Web page in a browser to see what it looks like up to this point.

    ANS: T   PTS: 1   REF: HTML 58

14. In general, viewing a Web page periodically during development is good coding practice.

    ANS: T   PTS: 1   REF: HTML 58

15. It is possible to customize browser settings to change the Web page that appears as the home page.

    ANS: T   PTS: 1   REF: HTML 58

16. Schools and organizations often set a main page on their Web sites as the home page for browsers installed on lab or office computers.

    ANS: T   PTS: 1   REF: HTML 58

17. A browser allows you to open a file located on your computer and have full browsing capabilities, as if the Web page were stored on a Web server and made available on the Web.

    ANS: T   PTS: 1   REF: HTML 59

18. One goal in Web page development is to create a Web page that is visually appealing and maintains the interest of the visitors.

    ANS: T   PTS: 1   REF: HTML 60

19. HTML has extensive functionality for defining the appearance, or style, across one or more Web pages.

    ANS: F   PTS: 1   REF: HTML 61

20. Inline styles give you the most flexibility and are ideal to apply the same formats to all of the Web pages in a Web site.

    ANS: F   PTS: 1   REF: HTML 62

21. Web sites offer images that are free and are not subject to copyright; these images are considered to be shareware.

    ANS: F   PTS: 1   REF: HTML 63

22. Most newer browsers do not support GIF images.

ANS: F   PTS: 1   REF: HTML 64

23. For a Web page, the source code is the HTML code, which then is translated by a browser into a graphical Web page.

    ANS: T   PTS: 1   REF: HTML 76

24. You can view the HTML source code for any Web page from within your browser.

    ANS: T   PTS: 1   REF: HTML 76

25. A printed copy of HTML code can help you immediately see the relationship between the HTML tags and the Web page that you view in the browser.

    ANS: T   PTS: 1   REF: HTML 78

COMPLETION

1. The _____ of a Web page is the text that appears on the title bar and taskbar of the browser window when the Web page appears.

    ANS: title

    PTS: 1   REF: HTML 37

2. In a browser, the list of favorites is sometimes known as the list of _____.

    ANS: bookmarks

    PTS: 1   REF: HTML 37

3. The _____ of a Web page is a solid color, a picture or graphic against which the other elements on the Web page appear.

    ANS: background

    PTS: 1   REF: HTML 37

4. _____ text is the default text format used for the main content of a Web page.

    ANS: Normal

    PTS: 1   REF: HTML 38

5. Normal text can be used in a series of text items called a(n) _____.

    ANS: list

    PTS: 1   REF: HTML 38

6. An image used in a Web page is called a(n) _____ image.

    ANS: inline

PTS: 1   REF: HTML 38

7. A(n)_____is a special type of inline image in which you define one or more areas as hotspots.

ANS: image map

PTS: 1   REF: HTML 38

8. A(n)_____is an area of an image that activates a function when selected.

ANS: hotspot

PTS: 1   REF: HTML 38

9. Some inline images are_____, meaning they include motion and can change in appearance.

ANS: animated

PTS: 1   REF: HTML 38

10. _____are lines that are displayed across a Web page to separate different sections of the page.

ANS: Horizontal rules

PTS: 1   REF: HTML 38

11. A(n)_____is text, an image, or another Web page element that you click to instruct the browser to go to a location in a file or to request a file from a server.

ANS: link

PTS: 1   REF: HTML 38

12. The <!_____> tag is used to tell the browser which HTML or XHTML version and type the document uses.

ANS: DOCTYPE

PTS: 1   REF: HTML 39

13. The_____document type is specified when you want to prohibit the use of deprecated tags.

ANS: strict

PTS: 1   REF: HTML 39

14. _____tags are tags that the W3C has earmarked for eventual removal from their specifications, because they have replaced those tags with newer, more functional tags.

ANS: Deprecated

PTS: 1   REF: HTML 39

15. The_____document type allows the use of deprecated tags.

ANS: transitional

PTS: 1   REF: HTML 39

16. The_____document type is used to support frames on a Web page.

ANS: frameset

PTS: 1   REF: HTML 39

17. _____causes text lines to break at the right edge of the window and appear on a new line, so all entered text is visible in the Notepad++ window.

ANS: Word wrap

PTS: 1   REF: HTML 42

18. The_____tag is used to add content that is tangential or a side issue to the main Web page content.

ANS:
<aside>
aside

PTS: 1   REF: HTML 45

19. A(n)_____list formats information using small images called bullets.

ANS:

bulleted
unordered

PTS: 1   REF: HTML 49

20. A(n)_____list formats information in a series using letters or numbers.

ANS:

numbered
ordered

PTS: 1   REF: HTML 49

MATCHING

Identify the letter of the choice that best matches the phrase or definition.

a. hexadecimal
b. word wrap
c. ordered
d. title
e. hyperlink

f. images
g. declaration
h. hard copy
i. PNG
j. document type

1. A six-digit number code used to specify a color
2. When text identifies this, it is usually a different color than the rest of the Web page text and underlined
3. Using a lot of these on your Web page is likely to distract the visitor from the page's purpose
4. This affects the way text displays on the screen, but not the way it prints
5. Should be concise yet descriptive, and briefly explain the page's content or purpose to the visitor
6. The part of the style statement that identifies how the element(s) should appear
7. Strict and transitional are examples, in HTML and XHTML
8. Kind of list that can use numbers, letters, or Roman numerals
9. A printed version of a file, Web page, or other document
10. Image file format that is a compressed file format and that supports multiple colors and resolutions

1. ANS: A   PTS: 1   REF: HTML 67
2. ANS: E   PTS: 1   REF: HTML 38
3. ANS: F   PTS: 1   REF: HTML 65
4. ANS: B   PTS: 1   REF: HTML 42
5. ANS: D   PTS: 1   REF: HTML 37
6. ANS: G   PTS: 1   REF: HTML 62
7. ANS: J   PTS: 1   REF: HTML 39
8. ANS: C   PTS: 1   REF: HTML 50
9. ANS: H   PTS: 0   REF: HTML 77
10. ANS: I   PTS: 0   REF: HTML 64

ESSAY

1. List ten general guidelines for creating a Web page.

ANS:
• **Complete Web page planning**. Before developing a Web page, you must know the purpose of the Web site, identify the users of the site and their computing environments, and decide who owns the information on the Web page.
• **Analyze the need for the Web page**. In the analysis phase of the Web development life cycle, you should analyze what content to include on the Web page. In this phase, you determine the tasks and the information that the users need.
• **Choose the content for the Web page**. Once you have completed the analysis, you need to determine what content to include on the Web page. Follow the less is more principle. The less text, the more likely the Web page will be read. Use as few words as possible to make a point.
• **Determine the file naming convention that you will use for this Web page**. Before you start creating and saving files, you should decide on a standard way of naming your files. Should you use the .htm or .html extension? Use the .htm extension when the host Web server only allows short file names. You use .html when the host Web server allows long file names. What name should you give your file to indicate the file's content or purpose? For instance, naming a Web page page1.html does not describe what that Web page is; a more descriptive name is helpful in development of the Web site.

• **Determine where to save the Web page**. You can store a Web page permanently, or save it, on a variety of storage media, including a hard disk, USB flash drive, CD, or DVD. Your instructor or the company for whom you are developing the Web page may have specific storage media requirements.
• **Determine what folder structure to use on your storage device**. Once you have determined the storage media to use, you should also determine folder location, structure, and names on which to save the Web page. This should be done before you start to save any of your files.
• **Identify how to format various elements of the Web page**. The overall appearance of a Web page significantly affects its ability to communicate clearly. Examples of how you can modify the appearance, or format, of the Web page include adding an image, color to headings, and horizontal rules.
• **Find appropriate graphical images**. Eye-catching graphical images help convey the Web page's overall message and add visual interest. Graphics can be used to show a product, service, result, or benefit, or visually convey a message that is not expressed easily with words.
• **Establish where to position and how to format the graphical images**. The position and format of the graphical images should grab the attention of viewers and draw them into reading the Web page.
• **Test the Web page for W3C compliance**. An important part of Web development is testing to assure that your Web page follows standards. The World Wide Web Consortium (W3C) has an online validator that allows you to test your Web page and clearly explains any errors.

PTS: 1   REF: HTML 36   TOP: Critical Thinking

2.   Detail four formatting suggestions to keep in mind as you identify how to format various elements of the text.

ANS:
• **Determine the Web page layout**. HTML5 has introduced new tags to format the layout of the Web page. The tags include the head, section, articles, and footer divisions.

• **Use default text size when appropriate**. The body text consists of all text between the heading and the bottom of the Web page. This text highlights the key points of the message in as few words as possible. It should be easy to read and follow. While emphasizing the positive, the body text must be realistic, truthful, and believable. The default font size and style are appropriate to use for the body of text.

• **Effectively utilize headings**. The main heading is generally the first line of text on the Web page. It conveys the purpose of the Web page, such as identifying the company name. In this project, the company name is part of the image that is used at the top of the page, so a heading size 1 is not needed. Heading size standards should be followed. The main heading should be size 1, and subtopics or subheadings should be size 2. It is generally not a good idea to jump from one heading size to a heading two sizes smaller. For instance, if your main heading is size 1, then the next heading down should be heading size 2, not heading size 4.

• **Highlight key points with a bulleted list**. A bullet is a dot or other symbol positioned at the beginning of a list item. The bulleted list contains specific information that is more clearly identified by a list versus a paragraph of text.

PTS: 1   REF: HTML 44   TOP: Critical Thinking

3.   Explain why style sheets were created. Include in your response definitions of the following terms: style, Cascading Style Sheet, inline style, embedded style sheet, and external style sheet.

ANS:

Although HTML allows Web developers to make changes to the structure, design, and content of a Web page, HTML is limited in its ability to define the appearance, or style, across one or more Web pages. As a result, style sheets were created.

A style is a rule that defines the appearance of an element on a Web page. A Cascading Style Sheet (CSS) is a series of rules that defines the style for a Web page or an entire Web site. With a style sheet, you can alter the appearance of a Web page or pages by changing characteristics such as font family, font size, margins, and link specifications.

The latest version of CSS is CSS3. As with HTML5, CSS3 is still in a working draft status at the World Wide Web Consortium (W3C). CSS3 adds many new style features, including column-based layouts, rounded borders, and enhanced text effects.

CSS supports three types of style sheets: inline, embedded (or internal), and external (or linked). With an inline style, you add a style to an individual HTML tag, such as a heading or paragraph. The style changes that specific tag, but does not affect other tags in the document.

With an embedded style sheet, or internal style sheet, you add the style sheet within the <head> tags of the HTML document to define the style for an entire Web page. With an external style sheet, or linked style sheet, you create a text file that contains all of the styles you want to apply, and save the text file with the file extension .css. You then add a link to this external style sheet on any Web page in the Web site. External style sheets give you the most flexibility and are ideal to apply the same formats to all of the Web pages in a Web site. External style sheets also make it easy to change formats quickly across Web pages. You will use inline styles in this chapter's project to enhance the styles of the heading (change the color) and the bulleted list (change the font style).

PTS: 1   REF: HTML 61-HTML 62   TOP: Critical Thinking

CASE

Critical Thinking Questions
Case 2-1

Steve is new to image file formats, particularly for the Web, and he has a lot of questions for you about which file to use for what, depending on what he wants to accomplish.

1. Steve has a Web image that he thought needed to be transparent but now he realizes it does not. What format do you tell him is now available to him that was not before?

a. GIF	c. JPEG
b. PNG	d. TIFF

ANS:
C

PTS: 1   REF: HTML 64   TOP: Critical Thinking

2. Steve is looking for the file format that supports the greatest number of colors for the Web page image he wants to create. What format do you recommend to him?

a. GIF	c. JPEG
b. PNG	d. TIFF

ANS:
C

PTS: 1   REF: HTML 64   TOP: Critical Thinking

Critical Thinking Questions
Case 2-2

Maeve wants to get the DOCTYPE for her new Web page just right, but she is concerned about the implications of her choice on her code, because some of it has been built on what a colleague previously wrote for the firm.

3. Maeve strongly suspects that there are deprecated tags in the code. Which of the following DOCTYPE values can she use?

a. transitional	c. strict
b. frameset	d. either b or c

ANS:
A

PTS: 1   REF: HTML 39   TOP: Critical Thinking

4. After having some trouble with the code she inherited from her colleague, Maeve has abandoned the existing page and built her own new page. Because she is starting from scratch, she can afford to enforce the XHTML compliance in her new page. If she is not using frames, which of the following DOCTYPE values is the choice for her?

a. transitional	c. frameset
b. strict	d. either a or b

ANS:
B

PTS: 1   REF: HTML 39   TOP: Critical Thinking