STUDY GUIDE   Name: _____   Date: _____

CHAPTER 13: Multimedia Web Site Design

I. Building an Effective Web Site

Creating a Web site is easy, but creating one that is useful and attractive takes

_____, _____, and _____.

II. Web Site Organization

The organization of the Web site is _____. The site's home page:

A. _____

B. _____

III. Web Site Files

Each web page is a file stored on a _____, and has a
unique URL which:

A. Distinguishes it from the millions of other Web pages on the Internet

B. _____

IV. Web Programming

The files for the Web site are created with programming languages:

A. Most Web programming uses _____ or other
markup languages.

B. _____ software lets you create a page, and the
software then generates the HTML code.

V. Web Site Goals

The most important consideration in the design of any Web site is the

_____. These goals reflect the goals of the site's publisher.
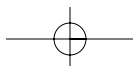
VI. Business Site Objectives
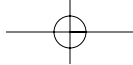
A business site might have these goals:

A. Publicizing the products or services the business sells and providing a way
to purchase them.

B. Publicizing _____ and providing a way of applying.

C. Providing information about financial performance for investors.

Name: _____ **Date:** _____

CHAPTER 13

    D. Giving _____ for offices or stores.

    E. Providing _____.

VII. Noncommercial Site Objectives

Organizations and individuals develop Web sites for a variety of purposes:

    A. _____ and _____provide distance
learning and other information.

    B. _____and _____publish announcements
and other information.

    C. _____ offer information or organize volunteer efforts.

VIII. Design Considerations

Once you have determined the objective of the site you must consider its design:

    A. It must be designed to appeal to _____.

    B. _____ and _____ must be well-designed.

    C. _____, _____, _____,
_____, _____, and special effects
provide the visual design.

    D. It must be designed to view well _____

IX. Web page Design guidelines:

    A. _____

    B. _____
Group sets of text on one page.

    C. Be careful with text color and background color.

    D. Be sure content is _____ and _____ is correct.

    E. _____ and _____ should add interest, not distract.

    F. _____ should be friendly, consistent, and useful.

    G. _____

    H. _____, _____, _____,
_____, and _____ should be consistent.