

After You Read Answers

(Page 196) Section 7.1 After You Read Answers

Review Key Concepts

1. Consistency provides viewers with a sense of familiarity, comfort, and ease of use. Viewers are more likely to remain at your site if cues are easily available and the “look and feel” of a page is consistent. Repetition helps users find the buttons and links they need to navigate quickly through the site.
2. A combination of the right contrasting and complementary colors can help improve the interface, or the point of connection, between the user and the Web site, and ensures the site is both readable and consistent.

(Page 204) Section 7.2 After You Read Answers

Review Key Concepts

1. Fonts are displayed differently by the Mac and Windows operating systems. The resolution settings on a monitor may affect size, whether set by the manufacturer or the user.
2. Use styles and colors sparingly; align text consistently; and limit the number of fonts.

(Page 211) Section 7.3 After You Read Answers

Review Key Concepts

1. Three types of CSS are: inline, internal, and external.
2. An id selector applies to one particular element within the site. You might use id selectors to create layout elements. For example, you can define the size and positioning of particular areas of the page, such as headers, sidebars, navigation bars, or footers by assigning each element a separate id selector.