

Chapter 6 After You Read Answers

Section 6.1 After You Read Answers

Review Key Concepts

1. Answers should include three of the following: Web pages, online advertisements, e-mail and text message marketing, mobile applications, games, and computer-based training.
2. Applications may include five of the following: Adobe Buzzword, Google Docs, Notepad, WordPad, TextEdit, Adobe Dreamweaver, Microsoft Expression, Microsoft Office Publisher, and Adobe InDesign.

Practice Academic Skills

3. Students should select or create a product or service for their online advertisement. Ad should include an attention-grabbing headline and information about the product or service.
4. Evaluations should include the purpose of the Web site visited, how text is used to achieve the purpose, and whether text is used to inform, persuade, or entertain.

Students can use the Online Student Manual and their multimedia software to apply the skills learned in this section.

Section 6.2 After You Read Answers

Review Key Concepts

1. Font size is often measured in points. A font's point size is based on the height of the characters and one point is equal to one seventy-second of an inch – the larger the point size, the bigger the text. Size is also sometimes measures in picas. A pica is about one-sixth of an inch.
2. Answers may include three of the following: provide good contrast, use increased point size to emphasize information, use an appropriate amount of text on screen to avoid scrolling, use serif and sans serif fonts appropriately.

Practice Academic Skills

3. Flyers should celebrate an upcoming holiday or event. Paragraphs will vary but should explain why students chose the colors they felt best represented the holiday or event.
4. E-mails should include recommendations for multimedia products that can be created for a business as well as techniques for making the text in the projects consistent, readable, and attractive.

Students can use the Online Student Manual and their multimedia software to apply the skills learned in this section.