Answers to Critical Thinking Questions – Chapter 1

Student answers may vary from those presented in this document.

Apply Your Knowledge

10. *Identify three ways that color supports productive web development skills.*

Colors help you differentiate textual content from HTML markup.

Colors help you differentiate among HTML elements, attributes, and attribute values.

Colors help you find syntax errors.

Colors help you productively read and maintain the page.

*Also, identify the HTML editor you are using, and note three different color codes applied by that editor: (These answers will vary by HTML editor.)*

TextWrangler:

Black = text, content

Blue = html elements, tags

Purple = html attributes

Brown = html attribute values

Yellow highlight = shows you what line you are on

Notepad++:

Black = text, content

Blue = html elements, tags

Red = html attributes

Purple = html attribute values

Purple highlight = when you click a properly constructed paired tag

Other HTML editors include:

Sublime, Programmer’s Notepad, KompZer, HTML Kit, CoffeeCup, Aptana, UltraEdit, Microsoft WebMatrix, and others.

Extend Your Knowledge

7. *What would happen if webpage developers did not use comments, indents, and white space? Identify a potential problem associated with each.*

Comments document who and when the webpage was created. Comments can be inserted anytime the webpage developer wants to keep track of information that is important to the webpage. Without comments, it would be more difficult to maintain a webpage given information about the webpage developer, date last modified and other supporting information would not be included in the page.

Indents help the developer see the construction of the webpage such as the head and body sections. Without clarifying indents, more mistakes and typos will be made.

Extra blank lines help the developer separate sections of the webpage such as head and body sections. Extra lines can also be added to break up long sentences and paragraphs into smaller lines in the HTML editor. Without clarifying blank lines, more mistakes and typos will be made.

ANALYZE, CORRECT, IMPROVE

3. *Which error was the most difficult for you to find and correct? Use specific HTML terminology in your answer.*

Answers will vary, but should include the use of accurate HTML5 terminology such as element, closing tag, attribute, or attribute value. Examples:

Changing the DOCTYPE statement from HTML 4 to HTML5 in step 1a was tricky.

Finding and correcting all uppercase element and attribute names in step 1b was hard.

Finding and closing all of the paired tags in step 1c was difficult.

Making sure that attribute values are enclosed with “quotation marks” from step 1d was tough.

Fixing the comment syntax in step 1e was trying.

Figuring out how to check the spelling of the content from step 1f was challenging.

In the Lab 1

10. *Using your favorite search engine, search to find three different reasons to use webpage placeholders.*

The major purpose for placeholders include:

a. To allow the webpage designer to present a webpage layout prior to having actual content.

b. To test different fonts, colors, and layouts.

c. To create samples from which a client can choose.

d. To give the webpage designer to create a complete webpage even if not all of the content (text and images) are available.

In the Lab 2

10. *Using your favorite search engine, identify five different reasons you might use a CTA as well as five different techniques for drawing attention to your CTAs.*

Common purposes for webpage CTAs include:

* Connect on Facebook, Twitter, or with some other social media.
* Download a file.
* Complete a form.
* Find out more.
* Contact a representative.
* Sign up for an account.
* Take a tour.
* Buy a product.
* Get a quote.
* Search a database.

Ways to draw attention to your CTAs include:

* Make the CTA button large as compared to surrounding content.
* Position the CTA in a prominent location on the website.
* Use whitespace around the CTA to make it stand out.
* Use highly contrasting colors to make the CTA stand out.
* Convey a sense of urgency.
* Make it easy to complete.

In the Lab 3

8. *Using your favorite search engine, identify three ways “free” web hosting companies generate revenue.*

1. Web hosting companies may offer “free” services such as the ability to register a “free” domain name. But, they may actually retain ownership to that domain name even though you are using it. For example, if you registered the domain name of www.thenextgreatidea.com through a particular web hosting company and they retained ownership of the domain name, they can sign you up as a customer for their web hosting services down the road. Or, they might charge you to buy the domain name if you wanted to move your webpages to a different web hosting company later.

2. Be careful about limitations on bandwidth and disk space. Fees can be expensive when you go over certain thresholds on storage or bandwidth traffic in peak periods.

3. Read the “Terms of Service” carefully. “Unlimited” storage and bandwidth sound too good to be true because storage and bandwidth must be limited. Find out how you can monitor your usage and stay within your plan. Does the web server charge extra for backups? For not putting advertisements on your pages? What other i$$ue$ are in the fine print?

Consider this: your turn (Personal)

Part 2: *What do you want this website to accomplish?*

Answers will vary, but the student should identify a specific goal and audience for their personal portfolio website. For example, if the primary purpose is to help the student secure a job in web development, they will need to evaluate their work from that perspective. If the site is to be an example of excellent technical skills for a future employer, the site will need to be professional, free of spelling and grammar errors, and validated. The code will need to be well documented, semantic, indented, and follow the latest best practices, including those of responsive web design. If the primary purpose is to help the student secure a job in digital or content development, the emphasis will tilt toward excellent content, creative professional color schemes and typography, and balanced layouts. Yet another area of employment might be in user experience and user interactivity in which the navigation system, site map, and other usability features will be most important.

On the other hand, if the purpose of the website is for the student’s own personal enjoyment and creative expression, it may have a much wider range of colors and content. It may have an atypical layout and be much less concerned with how others perceive or interact with the website.

This project builds from chapter to chapter. More information about this website and content for this website will be provided as the students build skills from chapter to chapter.

Consider this: your turn (Professional)

Part 2: *What are some general characteristics of any successful small business that you want this website to portray?*

Answers will vary. Characteristics of **successful businesses in general** might include:

**Longevity**. How long have you been in business?

**Satisfied customers**. Who have you worked with before? A positive customer testimonial is great advertising.

**Great communication skills**. Do you return calls promptly? How do you stay in touch?

**Friendliness**. Are you generally positive and friendly?

**Character and honesty**. How do I know that your prices are fair? If you make a mistake, how do you handle it?

*What are some characteristics of a successful web development consulting firm that you want this website to portray?*

Answers will vary. Characteristics of **successful web development consulting firm** might include:

**Experience and technical know-how**. How do I know if your firm has sufficiently deep and wide skills to meet my business needs?

**Target audience**. How will I know if you’re writing the website for *my* target audience, versus creating a website that is interesting to *you*?

**Search engine optimization and analytics**. What kinds of reports will I get to determine if my website is meeting my business goals?

**Ongoing maintenance**. How will I keep the website content fresh? How often will we review the website to make sure it is meeting its goals?

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Consider this: your turn (Research and Collaboration)

Part 2: *Which two or three of the questions did you find the most difficult to answer and why?*

Answers will vary, but students should be specific about which of the two or three questions they spent the most time discussing and share why they spent the most time on those topic. Often, the diverse backgrounds, ages, and experience levels of the team members will create widely different assumptions about team projects.

*What additional information would be helpful in planning this website?*

Answers will again vary, but the members will probably be questioning what content (especially articles and images) they will be given to build the website. Some might want to know more about the definition of “working dog,” “hero dog,” and “companion dog.” Some may already be thinking about navigation and usability issues. This project builds from chapter to chapter. More information about this website and content for this website will be provided as the students build skills from chapter to chapter.