

## Web Production I: Sample Final Exam

The following questions are worth 6 points each.

1. What does the following produce:

```
<html>
  <head>

    <title>My Portfolio</title>

    <meta name="description" content="This web site is my portfolio
on the Internet. Here you will see all the artwork I have created
while a student at Purchase College" />

  </head>
    <body>

<h1>Welcome to my Portfolio Site</h1>

<! -- Add Content Here -->

    </body>
</html>
```

2. What does the following produce:

```
<html>
  <head>
    <title>My Portfolio</title>
  </head>
  <body>

  <p align="center"><a href="javascript:location='video.html';
window.open('music.html', 'Music', 'height=300, width=400,
scrollbars=yes, status=yes,')">Learn more about my Music</a></p>

</body>
</html>
```



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7. List 3 JavaScript Event Handlers, and give a specific example of when each event handler could be used.
8. What is a search engine 'spider', and what does it do?
9. Describe 'Dot Syntax' as it relates to JavaScript, and give a specific example.
10. What are some characteristics of current social networking sites? Give specific examples of how these sites are changing the way we communicate using the Internet.
11. What are the advantages of using CSS for layout versus using tables? What are some of the current problems with using CSS for layout related specifically to browsers?
12. In Paul Graham's essay 'Taste for Makers' he states:  
  

**"Saying that taste is just personal preference is a good way to prevent disputes. The trouble is, it's not true. You feel this when you start to design things.**

**Whatever job people do, they naturally want to do better. Football players like to win games. CEOs like to increase earnings. It's a matter of pride, and a real pleasure, to get better at your job. But if your job is to design things, and there is no such thing as beauty, then there is no way to get better at your job. If taste is just personal preference, then everyone's is already perfect: you like whatever you like, and that's it."**

Do you agree or disagree with the above statement?  
Give me reasons to back up your opinion.
13. Describe some of the techniques usability expert Jakob Nielsen suggested for successful writing of web content, based on his studies of how people read web pages.

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14. What is a Document Type Declaration and why is it necessary in order to validate your XHTML?

**The following question is worth 16 points.**

15. Select and write on one of the following questions

- (a) RSS (Really Simple Syndication) is an XML format used online by many web logs. Describe how RSS is changing the way people are acquiring information online compared to just surfing the web. What is a permalink? How did the combination of a permalink and an rss feed contribute to the growth and conversations of the blogosphere?
- (b) Describe how a Wiki website allows even those without much technical training to author web pages as well as collaborate with others. How does a wiki empower users to break from a broadcast model of only being the consumers of information online, rather than being producers.
- (c) Online services such as Flickr allow us to tag photos and easily share them with others. Del.icio.us allows communities to create and share tagged bookmarks. Blogs and Wiki's are allowing anyone to become a web producer and create and share content easily with others. Describe some of the advantages and disadvantages of being able to access so much community created and managed content? How does this differ from information served up by mainstream news sites?

**Extra credit question worth 6 points**

- 1. Google is creating a richer user experience by using AJAX in such products as Gmail and Google Maps. How does creating such web based applications compete with traditional desktop applications?