

## Web Production I: Sample Midterm Exam

The following questions are worth 6 points each.

1. What does the following produce:

```
<html>
  <head>
    <title>Candidates</title>
  </head>
  <body>
    <table border="0" cellspacing="0" cellpadding="0">
      <tr>
        <td></td>
        <td></td>

      </tr>
      <tr>
        <td colspan="2" height="10">&nbsp;</td>
      </tr>
      <tr>
        <td>Barak Obama</td>
        <td>John McCain</td>
      </tr>
    </table>
  </body>
</html>
```

2. Error Detection. Find 3 errors in the code sample.

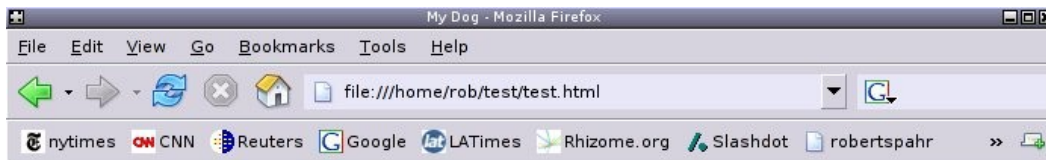
```
<html>
  <head>
    <title>Republican Candidate<title>
  </head>
  <body>
    <div align="center">
      <h1>John McCain</h1>
      <br />
      
      <p>This photo was taken yesterday.</p>
    </div>
</html>
```

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3. What does the following produce:

```
<html>
  <head>
    <title>Links</title>
  </head>
  <body>
    <p>My favorite links</p>
    <ul>
      <li><a href="http://www.nytimes.com">NYTimes</a></li>
      <li><a href="http://www.google.com/">Google</a></li>
      <li><a href="http://www.cnn.com/">CNN</a></li>
    </ul>
  </body>
</html>
```

4. Write the HTML to create the following. Note that the screenshot was reduced in size. The dog.jpg is 300 pixels square. The dog image has a hyperlink to the site <http://www.pets.com>.



## My Dog Miles

This is my dog Miles, he is 10 years old.



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5. Briefly describe the history and purpose of the 'Object' and 'Embed' tags. Why do we have to continue to use both tags today?
6. What is a browser plugin? Give two specific examples of a browser plugin.
7. Briefly describe how XHTML and CSS improve upon HTML limitations.
8. What is the correct relative path for the image "clinton.jpg" located within the images folder, referenced by an image tag located in the index.html document?



``

9. If you were going to place a 4 color graphic of a company logo on the web, what image format would you use and why?
10. List three currently supported bitmapped image formats used on the web.
11. Define and indicate the significance of 'above the fold' and 'visual hierarchy' in relation to web pages.
12. What is a search engine 'spider', and what does it do?

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13. What does this 'robot.txt' instruct spiders to do:

**User-agent: \***

**Disallow: /images/**

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 answer **one** of the following questions:

(a) Describe the original goals of the world wide web, including it's academic and military origins. What are some of the fundamental differences between this network, and the traditional AT&T phone network.

(b) Describe how a web server works, and the steps that take place from your initial request for a world wide web document using a web browser until the requested document renders in your browser. Be specific.

(c) Discuss how a web site may appear differently for different viewers. Explain how different operating systems, monitors, web browsers, and user preferences affect the display of a web site.

**Extra credit question worth 6 points**

1. In the article "The Internet Under Siege", Lawrence Lessig describes the Internet as being built with three layers. The **physical layer, the code layer and the content layer**. The code layer is a commons, the other two are generally not a commons. Describe how these three layers operate, and their impact on the development of the Internet, as well as Internet content.