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<h2>Web Design (3rd ed.): Chapter 2:</h2> <h2>Web Publishing Fundamentals</h2>	
<p>Save this file in your WD folder, and then follow the instructions below.</p>	
<p>PART 1: Chapter 2: Read the chapter from the WEB DESIGN textbook, and then fill in the answers to these questions in the row after the question.</p>	
<p>Definitions: Briefly define the following terms:</p> <ol style="list-style-type: none"> 1. chunked text Information that is sectioned with headings, subheadings, and bulleted list. 2. primary colors red, yellow, blue. 3. secondary colors orange, green, and purple. 4. warm colors the yellow orange and red colors. 5. cool colors the green blue and purple colors. 6. complementary colors 7. RGB color scheme combines channels of red, green, and blue light. 8. Bandwidth quality of data that can be transmitted in a specific time frame. Measured in bits per second. 9. monitor resolution the measure of a monitor's sharpness and clarity related to the number of pixels it can display. 10. Pixel short for picture element, a single point in an electronic image. 11. liquid layout Web pages that resize as the browser window resizes for any monitor resolution. 12. Copyright ownership right 13. Encryption a process that changes data encoding it so that it cannot be understood if an unauthorized person attempts to read it 14. Decryption changes data back to its original format, the information becomes understandable. 15. SSL Secure Sockets Layer, protocol is used to safeguard confidential information transmitted over the Internet. 16. Cookies are small text files stored on a visitor's hard drive. 17. WAI Web Accessibility Initiative, a consortium of government agencies, IT industry representatives, and nonprofit organizations representing people with special needs. 	
<p>Questions: Answer each of the following briefly, but completely.</p>	
<p>1. List and describe four advantages of web publishing.</p> <p>Currency advantage, print publications lies in the ability to quickly and inexpensively update Webpages. The interactivity Advantage, technologies that promote data and resource sharing. The cost advantage, its cost is similar to or less than that for print media. The Delivery Advantage, delivering information over the Internet and the Web can be significantly faster and less expensive than using print media.</p>	
<p>2. What are several components that contribute to a company's "brand"?</p> <p>Unity, visual identity, branding, specifications, tagline, et cetera.</p>	
<p>3. List and describe three guidelines for effective writing for the web.</p> <p>Accuracy and Currency, make sure your information is reliable. Scannability, visitors prefer to scan quickly, so make sure your information is not long passages of on-screen text. Organization, use the inverted pyramid style: conclusion first, then details, then any background information.</p>	
<p>4. Why should you avoid underlining text in a web page? What can you do instead of underlining to emphasize text on a web page?</p> <p>Because underlined text is usually emphasized for links, use the italic I would imagine.</p>	

5. What is the “web-safe palette” and how many colors are in it?
It is a set of 216 of the available 256 colors displayed by an 8-bit monitor.
6. Go to WIKIPEDIA (English) and look up Web Colors to answer these questions about the hex triplet color numbering system.
<p>1. What is the hex triplet color system? A hex triplet is a six-digit, three-byte hexadecimal number used in HTML, CSS, SVG, and other computing applications, to represent colors. The bytes represent the red, green and blue components of the color.</p> <p>How is the hex triplet formed (describe each byte)? The hex triplet is formed by concatenating three bytes in hexadecimal notation, in the following order:</p> <p>Byte 1: red value (color type red)</p> <p>Byte 2: green value (color type green)</p> <p>Byte 3: blue value (color type blue)</p> <p>What is the 6-digit hexadecimal number for black? #000000</p> <p>What is the 6-digit hexadecimal number for white? #FFFFFF</p> <p>What is the 6-digit hexadecimal number for a dark green? #008000</p> <p>What is the 6-digit hexadecimal number for a light green? #00FF00</p> <p>What is the 6-digit hexadecimal number for a medium shade of gray? #808080</p>
7. a. Regarding graphics and color, what are Google Doodles ? (Google this to find out)
The different designings of the Google Logo to reflect birthdays or other important events.
<p>b. Look through some of the Google Doodles, then enter your birthday in the search box to see any doodles that appeared on your birthday. Save the doodle you liked best, then insert it here (if there are no doodles for your birthday, find a doodle you particularly liked).</p> 
c. Under the doodle, explain what the doodle is about:
This particular Google Doodle was on my birthday, it is for Peru Independence Day.
2. What are some legal issues involved in web publishing?
Copy right of images, which is very big, you have to have the owners permission to use their work.
3. What are some privacy issues involved in web publishing?
Social Security Numbers, credit card numbers, names, addresses, and telephone numbers.
4. What are some accessibility and usability issues involved in web publishing?
Special needs, such as lost or impaired vision, color blindness also.

PDF: When you have completed this assignment, save this file as usual, then save as a **PDF** file in your **WD** folder (**press F12 for SAVE AS**, then choose **PDF** from the **SAVE AS TYPE** dropdown list).

NOTE: You will upload your PDF file, share with your instructor, and link to your index page when you have learned to do this.