Fill in the blanks with the right word. Write only a number!

1. Writing mistakes
2. Proportion
3. Light, shadow
4. 1.62;
5. monochromatic
6. Orange
7. Pattern
8. Baseline
9. Texture
10. Google Ganking
11. repeat-xy
12. Yellow
13. A pixel
14. Kerning
15. negative space
16. True
17. color
18. True
19. Line
20. Bold italic

1. What is the term given to the process of cropping, resizing and modifying the pictures found while searching with search engines and using them for one's own site? Creative Cropping, Google Ganking, Edge Treatments
2. _____ is anything that gives a distinctive appearance to the surface of a design. Color, A pixel, Texture, Typography
3. Which of these adds richness and visual interest to all types of design? Economy of line, Typography, Pattern, Pixels
4. ____ and ____ are the most important visual cues we can use to determine or create depth and volume in compositions. Light, shadow ; Proportion, perspective; Width, height
5. By which 'magical number' should a line's length be divided so that it can be bisected using the golden ratio?1.26; 2.16; 1.62; 2.61
6. What is the imaginary horizontal line on which most of the characters sit called? Crossbar, Cap height, Serif, Baseline
7. Which of these is not a possible value for background-repeat? Repeat, repeat-xy, repeat-x, repeat-y
8. A/An _____ color scheme consists of a single base color and any number of tints or shades of that color. Analogous; complementary; monochromatic; split complementary
9. Which of the following colors is associated with enthusiasm and creativity?Red; White; Green; Orange
10. What does the term 'typo' stand for? Impression or mark; Writing mistakes; Creating
11. ___ is a principle of design that has to do with the differences in the scale of objects. Proportion, Contrast, Placement, Proximity
12. ____ is the process of adjusting the space between individual letters.Tracking, Kerning, Ligature
13. Which is the most common and expressive element of a graphic design?Line, Points, Shape

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14. Most font families include the regular font face along with italic, bold and ____ variants.Bold italic; HTML text; modern serif
15. Which of the following color is used in a laser printer toner cartridge?Yellow, Red, Green, Blue
16. Which of these is a fundamental element of digital images?A pint, A line, A shape, A pixel
17. In photoshop adjustments, the Hue color affects the overall ____ of the image.brightness, color, layer style, freshness
18. Colors are displayed in percentages of red, green, and blue light in an additive color model.True, False
19. Any area of a page that is not covered by type or illustrations is known as ___blank space, white space, black space, negative space
20. Complementary color schemes consist of colors that are located opposite each other on the color wheel.True, False.

Task 2. Complete the sentences as in the text.

1 The main elements of design line, shape, space, _____, value and color.
2 Design is what you think and feel as you_____ a Web site.
3 Superfluous _____can interfere with understanding.
4 _____pages are easier to read.
5 A skilled _____can take widely different elements.
6 The_____ is international.
7 Provide _____if the site has more than one hundred pages.
8 Use _____to structure the content space into a starting page.
9 Some products may need zooming or _____photos.
10 It is known the _____spend most of their time on other sites.

Task 3. Match the words and phrases in the text with the definitions (1-7).

1. connections to a Web page or part of a Web page_____
2. make or produce_____
3. plan or build a Web page_____
4. a group of organized Web links, usually in a line _____
5. does not change, always the same_____
6. new, not done before_____

Task 4. Complete the sentences (1-8) with the words in the box.

busy consistent generate home pages structure surfers upload Web-authoring

1. That Web page is much too _____. I don't know what to look at.
2. An FTP server is a computer that lets you _____ files to the Internet.
3. The buttons on this page are not _____ with the button on the last page.
4. Net_____never like reading a lot of text on the screen.

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5. _____ software means you don't have to learn HTML to make a Web page.
6. Many students have their own _____on the World Wide Web.
7. HTML creates the _____ for Web pages to run on a browser.
8. Web-authoring programs _____HTML tags for you.

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