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CIW v5 Site Designer

CIW 1D0-520

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Topic Break Down

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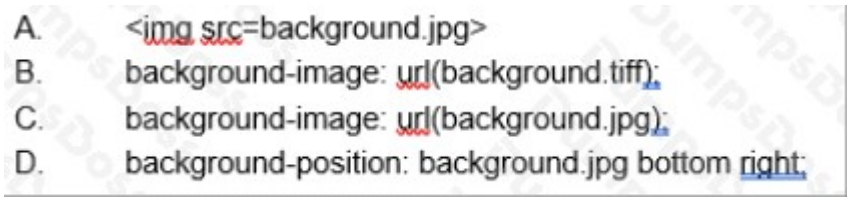
QUESTION NO: 1

Which of the following is an acceptable way to insert a background image using a style sheet?



A. Option A

B. Option B

C. body { background-image: url("image.gif"); }

D. Option D

ANSWER: C

Explanation:

`body { background-image: url("image.gif"); }` is an acceptable CSS declaration for placing a background image on an element. The `background-image` property identifies the image resource to use, and the `url()` function supplies the image file's URL. When this rule is applied to the `body` selector, the browser paints the specified image in the background of the document body. The URL may be relative to the stylesheet's location, such as `url("images/background.gif")`, or it may be an absolute URL. Quoting the URL is a clear and widely compatible practice, particularly when a path contains characters that could otherwise require escaping.

CSS background properties separate presentational design from the HTML document, which is the appropriate stylesheet-based approach emphasized in site-design practice. Additional background behavior, such as repeating, positioning, attachment, or sizing, can be controlled with related CSS properties or the `background` shorthand when needed; however, `background-image` alone is sufficient to insert the image. The CSS specification defines `background-image` as accepting an image value, including a URL reference. See the MDN background-image reference and the W3C CSS Backgrounds specification.

QUESTION NO: 2

You are reviewing a site's navigation labels. Which label is most likely to help visitors predict the content they will find after selecting it?

A. Course Schedules

B. Click Here

C. More

D. Go

ANSWER: A

Explanation:

A descriptive label such as "Course Schedules" is most useful because it communicates the destination and purpose of the link before a visitor activates it. Clear navigation labels reduce guesswork, support scanning, and help visitors locate information efficiently. Vague labels such as "Click Here" or "More" provide little context, particularly when viewed out of surrounding content or announced by assistive technology. Consistent, meaningful labels should reflect the terminology and tasks of the intended audience. See the W3C guidance on link purpose.

QUESTION NO: 3

Tom wants to display

list elements in a row. What should he add to his style sheet?

A. li {display:block}

B. li {display:inline}

C. li {layout:inline}

D. ul {display:inline}

ANSWER: B

Explanation:

`li {display:inline}` is correct because the CSS `display` property determines how an element participates in page layout. List-item elements normally use a list-item display type, which makes each item create its own line in the normal block flow. Assigning `display:inline` causes each `li` element to generate an inline box instead, allowing successive list items to flow alongside one another on the same line when sufficient horizontal space is available. This is a straightforward CSS approach for presenting a short navigation or compact set of list entries horizontally. The declaration belongs in the style sheet as a rule targeting the `li` selector, so it applies consistently to each list item. The CSS Display specification defines the `display` property and its effect on an element's display type, while MDN documents that inline elements flow within a line of text rather than starting a new block line. See the MDN CSS display reference and the CSS Display Module Level 3 specification.

QUESTION NO: 4

Tom is making changes to his company's Web site. Because he likes the way the markup is styled, he copies the following into another section of the page:

Why does the home page not validate properly?

A. Element attributes must be declared in the style sheet.

B. The

C. A

D. An ID attribute can be applied to only one element in a document.

ANSWER: D

Explanation:

An ID attribute can be applied to only one element in a document. The `id` global attribute identifies a specific, unique element within a single HTML document. When Tom copies markup that includes an existing `id` value into another part of the same page, that value is duplicated. Duplicate IDs violate the uniqueness requirement and can cause an HTML validator to report an error. Unique IDs are also important because CSS ID selectors, fragment links, JavaScript methods such as `getElementById()`, and accessibility relationships may rely on an ID resolving to one unambiguous element. If the copied section requires the same visual presentation, Tom should use a reusable `class` value for styling while assigning a distinct ID only where a unique document-level identifier is actually needed. The HTML specification defines the `id` value as unique within the element's tree, and MDN likewise states that an ID must be unique in the document. See the HTML Living Standard and MDN's id attribute reference.

QUESTION NO: 5

Server and operating system vendors regularly update their software by offering security patches when new vulnerabilities are discovered. To keep your Web site and server safe, you should apply security patches:

A. after they have been standardized by the ISO.

B. after your system has been compromised.

C. as soon as they are released and proven stable.

D. during your next scheduled monthly maintenance session.

ANSWER: C

Explanation:

as soon as they are released and proven stable. is correct because timely patch management is a core safeguard for Web servers and their operating systems. Once a vendor releases a security update, the vulnerability may be publicly known and attackers can begin developing or deploying exploits rapidly. Applying the update promptly reduces the period in which the server remains exposed to a known weakness.

“Proven stable” reflects sound operational practice: administrators should assess a patch’s applicability, review vendor guidance, back up systems, and test or validate the update in a representative environment when feasible. This helps ensure the security fix does not disrupt essential site functions, server services, application dependencies, or configuration requirements. After validation, the patch should be deployed without unnecessary delay through the organization’s change-management process and its installation should be verified.

CISA identifies timely patching as an essential action for reducing exposure to vulnerabilities, while NIST’s patch-management guidance emphasizes identifying, prioritizing, acquiring, testing, deploying, and verifying patches in a managed process. See CISA’s guidance on software updates and patching and NIST SP 800-40 Rev. 4, Guide to Enterprise Patch Management Planning.

QUESTION NO: 6

You are designing a medical research site. The content will include medical terminology. When is it acceptable to use industry jargon?

A. When the Web designer understands the jargon

B. When a casual tone is appropriate

C. When the audience will understand the terms

D. When you want to demonstrate the superiority of your site

ANSWER: C

Explanation:

It is acceptable to use industry jargon when the audience will understand the terms. Effective site design begins with identifying the intended audience and tailoring content, language, and terminology to that audience’s knowledge level and needs. A medical research site may appropriately use specialized vocabulary such as clinical, scientific, or technical medical terms when its expected readers are researchers, clinicians, students, or other professionals who recognize and need that precise language. In this context, jargon can improve accuracy and efficiency because it communicates concepts that may be difficult to express as precisely with everyday wording.

The key consideration is audience analysis rather than the designer’s own familiarity with the terminology or a desire to sound authoritative. If a site serves audiences with differing levels of medical knowledge, a strong usability practice is to retain necessary technical terms while supplying concise definitions, a glossary, or links to explanatory material where useful. This supports clear communication and makes the information more accessible without sacrificing professional accuracy. The W3C’s accessibility guidance emphasizes making text understandable for its intended users, including explaining unusual words and abbreviations when needed. See the W3C WCAG guidance on understandable content and the Nielsen Norman Group guidance on avoiding jargon.

QUESTION NO: 7

Consider the following code:

The preceding code seems to render properly in multiple Web browsers. However, it will not validate to W3C standards. Which of the following must be added?

A. An embedded style sheet

B. A closing tag

C. A linked style sheet

D. The alt attribute

ANSWER: D

Explanation:

The alt attribute must be added to the `img` element because conforming HTML requires an image to provide a text alternative. Browsers can display an image successfully even when this attribute is absent, which explains why the page may appear correct visually. Validation evaluates the document's markup against the HTML specification rather than only its rendered appearance, and an image without an `alt` attribute does not meet that requirement. For a logo that conveys identity or serves as meaningful page content, the value should describe the image's purpose, such as `alt="CIW logo"`. If the image is purely decorative and conveys no information, the attribute must still be present, but it can use an empty value: `alt=""`. Text alternatives are also essential for users of screen readers and provide useful fallback content when an image cannot be loaded. The HTML Standard defines the `alt` attribute as the mechanism for supplying this replacement text, and W3C accessibility guidance identifies text alternatives as a foundational accessibility requirement. See the HTML Standard image requirements and W3C guidance on image text alternatives.

QUESTION NO: 8

The role of the project manager is to:

A. create the blueprint for the site and plan the navigation.

B. evaluate available resources and create specifications.

C. develop Web sites and manage Web site resources.

D. create Flash animations and user interfaces for Web applications.

ANSWER: B

Explanation:

The correct responsibility is *evaluate available resources and create specifications.* In a Web-site project, the project manager converts the business need into an organized, achievable project. This includes assessing the people, time, budget, tools, and technical capabilities available; defining the project scope and requirements; and documenting specifications that guide the work. Those specifications establish what is to be delivered, the constraints affecting delivery, the expected milestones, and the resources assigned to the effort. They give the project team a shared basis for planning and executing the site-development work.

This role is fundamentally about coordinating the project so that its requirements, schedule, resources, and deliverables remain aligned. Resource evaluation is particularly important because an effective project plan must reflect actual capacity rather than assumptions. Clear specifications also help ensure that the work can be tracked and that stakeholders have an agreed understanding of the intended result. These duties align with established project-management practice, which

emphasizes planning, resource management, requirements, and delivery of defined outcomes. See the Project Management Institute's PMBOK resources and CIW's Site Development Associate certification overview.

QUESTION NO: 9

Both versions of GIF files support small file size, lossless compression and transparency. Which of the two GIF versions also supports animation and interlacing?

A. 87b

B. 89a

C. 87a

D. 89b

ANSWER: B

Explanation:

GIF 89a is the correct answer. The GIF89a specification introduced extension blocks that allow a GIF data stream to contain multiple image frames and define how those frames are displayed. In particular, the Graphic Control Extension can specify timing information, and the format's multiple-image capability enables the familiar animated GIF behavior in which a sequence of images is presented in order. GIF89a also supports interlaced image data. Interlacing stores an image in multiple passes, allowing a rough version of the image to appear before all image data has arrived; as additional passes are decoded, the image becomes progressively more complete. This was especially useful when images were downloaded over slower connections. GIF uses lossless LZW compression, which preserves the indexed pixel data rather than introducing compression artifacts. The GIF89a technical specification documents both the image-descriptor interlace flag and the control/extension mechanisms used with multi-image GIF streams. See the GIF89a specification and the W3C's Graphic Control Extension documentation.

QUESTION NO: 10

Which attribute should be used to assign inline styles to HTML?

A. value

B. class

C. id

D. style

ANSWER: D

Explanation:

The `style` attribute is used to apply inline CSS declarations directly to an individual HTML element. Its value contains one or more CSS property-and-value declarations, separated by semicolons. For example, `<p style="color: blue; font-weight: bold;">Text</p>` applies presentation rules specifically to that paragraph element. Inline styling is useful for a narrowly targeted, one-time formatting need or when a style must be supplied directly with generated markup. The HTML standard defines `style` as a global attribute, so it can be used on HTML elements to provide CSS declarations associated with that element. Although external or embedded style sheets are generally preferable for maintaining consistent, reusable site-wide design, the `style` attribute is the correct HTML mechanism when the requirement is specifically to assign an inline style. See the WHATWG HTML specification's definition of the `style` attribute at https://html.spec.whatwg.org/multipage/dom.html#the-style-attribute and MDN's usage guidance at https://developer.mozilla.org/en-US/docs/Web/HTML/Global_attributes/style.

QUESTION NO: 11

Ben has reviewed surveys from a selected pool of potential site visitors. What should he do first with this valuable information?

A. Design navigation schemes to direct visitors to promotional pages.

B. Populate a database with information about prospective customers for a targeted e-mail campaign.

C. Create a set of user behavior scenarios to use in a "bottom-up" approach to site design.

D. Establish a page layout template that enables visitors to easily scan for content that interests them.

ANSWER: C

Explanation:

After reviewing survey data from prospective visitors, Ben should create a set of user behavior scenarios to use in a "bottom-up" approach to site design. Surveys provide evidence about the audience's goals, needs, expectations, likely tasks, content interests, and possible obstacles. Converting those findings into scenarios makes the research actionable: each scenario describes a representative visitor attempting to accomplish a meaningful task on the site. Ben can then use the scenarios as a user-centered foundation for determining necessary content, functions, information groupings, and paths through the site.

This is a bottom-up design activity because it begins with what users need to do and the information they need to complete those tasks, then builds toward the site's structure and interface. Scenarios help keep later design decisions grounded in demonstrated audience requirements rather than assumptions. They can also be used throughout the project to validate whether proposed pages, navigation, and interactions support visitors' intended outcomes. The W3C describes user requirements as an essential input to design, including understanding users' goals and tasks, at W3C: Identify User Requirements. Further guidance on using scenarios as part of user-centered design is available from Usability.gov: Scenarios.

QUESTION NO: 12

Suandi is documenting the technology choices of his Web development team. In the document, he explains his reasons for using JavaScript as a development language on the client side because:

A. it is the scripting version of the popular Java programming language.

B. it is best suited for open-source browsers.

C. it is compatible with the widest variety of Web browsers.

D. it was specifically developed for use with the Internet Explorer Web browser.

ANSWER: C

Explanation:

JavaScript is correctly described as compatible with the widest variety of Web browsers because it is the established, standardized scripting language of the Web platform. All mainstream browsers provide built-in JavaScript engines and support ECMAScript, the language standard on which JavaScript is based. This enables developers to deliver client-side behaviors, such as validating form input, responding to user actions, changing page content through the Document Object Model, and making asynchronous requests, without requiring users to install a separate browser plug-in or runtime.

Although browser implementations and support for newer language features can vary, developers can use well-supported ECMAScript features, feature detection, and transpilation when legacy-browser support is needed. The key technology-choice rationale is therefore JavaScript's broad native availability across browser products and operating systems. MDN describes JavaScript as a programming language that is "one of the core technologies of the World Wide Web," alongside HTML and CSS, and documents its use in browsers at MDN Web Docs: What is JavaScript?. The ECMAScript standard that underpins interoperable JavaScript implementations is maintained by Ecma International at ECMA-262.

QUESTION NO: 13

Which of the following will best protect a server from Web server vulnerabilities that are exploited by hackers?

A. Using the POST method instead of the GET method for a Web form

B. Installing updates (for example, service packs)

C. Using strong passwords

D. Using the GET method instead of the POST method for a Web form

ANSWER: B

Explanation:

Installing updates (for example, service packs) is the best protection against known Web server vulnerabilities because software vendors issue patches to correct security flaws discovered in the server software, its operating system, and supporting components. Attackers commonly scan Internet-facing servers for known weaknesses and then use publicly available exploit techniques against systems that have not been patched. A disciplined patch-management process reduces this exposure by promptly evaluating, testing, and deploying applicable security updates, including cumulative updates, service packs where applicable, and updates for server modules and dependencies.

Effective patching also includes maintaining an accurate inventory of installed software and versions, monitoring vendor security advisories, prioritizing vulnerabilities based on severity and Internet exposure, and verifying that updates installed successfully. For a public Web server, timely remediation is particularly important because it is reachable by untrusted users and may be continuously probed. The U.S. Cybersecurity and Infrastructure Security Agency recommends establishing and maintaining an update process as a core vulnerability-management practice. Guidance from the National Institute of Standards and Technology likewise describes patch management as identifying, acquiring, testing, deploying, and monitoring patches to reduce vulnerabilities. See CISA's Known Exploited Vulnerabilities Catalog and NIST SP 800-40 Rev. 4.

QUESTION NO: 14

Mikala is designing a Web site for TLP Building Supply. The company's CEO is impressed by Flash introductions and blinking marquees, and she wants to use them on the TLP site. Mikala knows from reviewing the site audience surveys that the TLP audience prefers easy navigation and a simple design. How can Mikala balance the CEO's preferences with the audience's needs?

A. Discuss the survey results and develop the site mission with the CEO, and then design the site.

B. Design the site according to W3C standards, and then meet with the CEO after the site is completed.

C. Implement the CEO's suggestions for including the latest technologies because the primary responsibility of a Web designer is to give customers what they request.

D. Convince the CEO that blinking marquees and Flash ineffectively convey a Web site's message and should not be used.

ANSWER: A

Explanation:

Discuss the survey results and develop the site mission with the CEO, and then design the site. This approach balances stakeholder input with evidence about the intended users. The CEO is an important business stakeholder whose goals, branding concerns, and preferences should be heard during planning. At the same time, audience-survey findings are essential requirements: a site must help its actual visitors locate products, services, and contact information efficiently. Reviewing the research together creates an opportunity to establish a site mission that connects TLP Building Supply's business objectives to user-centered design priorities, such as clear navigation, useful content, and an uncluttered interface. With agreement on that mission before implementation begins, Mikala can recommend visual or interactive elements only where they support the site's purpose and audience, rather than allowing decoration to drive the design. This is consistent with the W3C's guidance that web accessibility and usability should be considered throughout the design process, especially when making design and content decisions. A documented mission also gives the project team a practical basis for

evaluating later design choices and resolving competing requests. See the W3C introduction to web accessibility and the W3C tips for designing accessible websites.

QUESTION NO: 15

You have been asked to create a page that retrieves information from a database. Which of the following is the first step in obtaining information from a database from a Web page?

A. Conduct a database query.

B. Create a connection to the database.

C. Create a recordset to hold the query results.

D. Put the results in a recordset to ensure that the database returns data properly.

ANSWER: B

Explanation:

Creating a connection to the database is the first step because the Web application must first establish a valid communication channel with the database server before it can send a query or receive any results. A database connection supplies the information and settings needed to reach the database, such as the server location, database name, authentication method, and credentials. Once the connection has been opened successfully, server-side code can execute a SQL statement against that database. The returned rows can then be stored and processed in an appropriate result structure, commonly called a recordset in classic ASP-oriented terminology.

This sequence reflects the fundamental database-access workflow taught for dynamic Web pages: connect to the data source, issue a command or query through that connection, and work with the returned data. In an ADO-style implementation, the Connection object represents the open link to the data source and is used before a Command or Recordset operation can retrieve records. Microsoft's ADO documentation describes the Connection object as the means of establishing a connection to a data source: Microsoft ADO Connection object documentation. The broader connection-string requirements, including provider and authentication details, are also summarized by ConnectionStrings.com.

QUESTION NO: 16

Which of the following is an example of structural markup?

A.

B. Summary

C. Summary

D.

Summary

ANSWER: A

Explanation:

`<title>Summary</title>` is structural markup because it identifies a distinct, meaningful component of an HTML document: the document title. Structural markup communicates what content represents and how it belongs in the document's overall organization, rather than specifying its visual appearance. The title element supplies document-level metadata that user agents can use as the page title in browser tabs, bookmarks, history entries, and search-result contexts. This meaning remains useful independently of any particular visual design or stylesheet, which is the essential characteristic of structural markup.

In a valid HTML document, the title element is placed within the `head` element and contains text that names or describes the document. It is an important part of creating understandable, well-organized web content because it provides a semantic

label for the page as a whole. MDN describes the title element as defining the document's title shown in the browser's title bar or tab: MDN: <title>. The HTML Standard also defines the title element as the document's title or name: HTML Standard: the title element.