**ITMG 340 Exam One Fall 2019**

**Name** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

This is an open book, open notes individual take home exam and you can also use Internet sources. Most questions can be answered in a few paragraphs. Refer to the course website for the Grading Rubrics for each question. ***You can use this template and answer each question on a SEPARATE PAGE. Make certain to save your exam file with your last name. This exam is worth 100 points.***

**Associated Students Academic Integrity Statement**

*“I pledge that I have neither given nor received any unauthorized assistance on this examination”*

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**QUESTION ONE 10 points**

*Explain the influence on society of inexpensive Internet access and access to the web.*

**QUESTION TWO 10 points**

*Describe each of the following web design role categories, and list at least two jobs that fall under each: creative, technical, and oversight. If possible, determine the expected annual salaries for each position.*

**QUESTION THREE 5 points**

*Define chunked text and explain the importance of writing scannable text for webpages.*

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**QUESTION FOUR 15 points**

*Define the purpose of value-added content. What criteria can you use to determine whether to add a content element? List examples of types of value-added content you can add to a website.*

**QUESTION FIVE 10 points**  
*List and describes the six steps you can follow to create a website design plan.*

**QUESTION SIX 10 points***List the three types of website structures, and give an example of how each might be used.***QUESTION SEVEN 10 points***List steps involved in self- and internal testing.*

**QUESTION EIGHT 10 points***List questions you should ask when evaluating potential web hosting services.*

**QUESTION NINE 10 points***List popular social media websites, and describe how you might use each to promote your website.*

**APPLICATION QUESTION**

**QUESTION 10 (20 points)**Your main task is to design and create a website for some type of company or organization. The company can be real, imaginary, or something that you would like to turn into real company someday. Your website should be inclusive to serve all the potential needs and wants of the website’s intended customers/guests/visitors.

 In order to achieve this objective, you will need to undertake some research into your target market. In addition, since no website exists in a vacuum, it is important to engage in a competitor analysis. What do other sites do well or where can you improve? Above all, you should be trying to answer the question—why would someone visit your site?

For purposes of submission, you will provide your website company, topic, provide some competitor website, and create a rough sketch of the front page along with structure. Some topics that you can consider are [www.swdsi.org](http://www.swdsi.org), <http://carl.sandego.edu/holidaychalenge>, <http://www.trufflemaker.com/>, <https://www.iscap.us/papers/>, <https://www.konakakes.com/>, <https://patmcgee.net/>