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Vendor:CIW

Exam Code:1D0-621

Exam Name:CIW User Interface Designer

Version:Demo

QUESTION 1

Which of the following is true regarding brands?

- A. A brand should be appealing, energetic and memorable.
- B. A brand should define a company's mission and values.
- C. A brand should be familiar and similar to other brands.
- D. A brand should be unique, attractive, and memorable.

Correct Answer: D

QUESTION 2

Which of the following would be defined during the functionality part of a site specification?

- A. The structure of the information contained in the site incorporates an intuitive navigational scheme
- B. Tasks the site will be able to perform, such a detailed product search or managing products in a virtual shopping cart
- C. The look and feel of a site, such as typography, color schemes, images, and spacing
- D. The content contained in the site, such as text describing the business and products, images, and video files

Correct Answer: B

QUESTION 3

Which of the following is the preferred standard for responsive web design?

- A. Use Flash to control the appearance of the site and capture browser information.
- B. Use JavaScript to set all CSS style and control interactivity.
- C. Use CSS to organize the information and HTML to control the appearance of the site.
- D. Use HTML to format the web site and CSS to control the appearance of the site.

Correct Answer: D

QUESTION 4

You are building a series of pages that explains how to prepare a recipe. Each page contains an image, and describes the task the cook should perform.

What web site structure is being implemented?

- A. Sequential
- B. Navigational
- C. Hierarchical
- D. Web-like

Correct Answer: A

QUESTION 5

When usability testing results are reported, what should that report include?

- A. Test goals, test subject demographics, conclusions
- B. Data collection process, original design mockups, wireframes
- C. Test schedule, test subject name, screen shots
- D. Test subject name, original design plan, release date

Correct Answer: C

QUESTION 6

How can you optimize your Web site for accessibility by visually challenged persons on any device (computers, laptops, tablets, mobile phones)?

- A. Incorporate white space and strong contrast between text and background.
- B. Place navigation buttons at the top and bottom of web pages.
- C. Make buttons of adequate size and have a small amount of inactive space between targets.
- D. Support external physical keyboards or alternative on-screen keyboards.

Correct Answer: A

QUESTION 7

You are working on a medium sized website for a company that organizes art fairs. On their website, they have three types of pages. One type of page is for recruiting investors in the company. Another type of page is for selling both spaces to artists via ecommerce. And the third type of page is promoting the art fairs to the general public. The company has received feedback that the site is confusing, disorganized, and difficult to navigate through. How can this be corrected?

- A. Create separate CCS3 files to organize the information on each type of page.
- B. Create and apply a set of custom page templates, one for each type of page on the site.

- C. Create a site map that links to all of the assets within the site.
- D. Redesign the main page template, and apply it to all forms, blog pages, and ecommerce pages.

Correct Answer: D

QUESTION 8

Lisa is developing a Web application using a framework and wants to include interactive elements using JavaScript. She decides to use a JavaScript library to but she is on a tight budget and cannot pay for a license.

Which of the following would be the best option for Lisa to access a library?

- A. Borrow the JavaScript code from another site
- B. Use Kendo UI
- C. Use the jQuery UI library
- D. Use JavaScript code from the Foundation library

Correct Answer: C

QUESTION 9

Rebecca is registering for her Web site hosting account and has been prompted to pick a strong password.

It must include letters, numbers, special characters, and be at least 8 characters long.

What kind of security threat is her Internet Service Provider trying to prevent with this requirement?

- A. SQL injection
- B. Denial of Service (DOS) attack
- C. Brute-force attack
- D. Social engineering

Correct Answer: C

QUESTION 10

You are starting a web site redesign project for a dog trainer who specializes in preparing service animals for people with special needs. His primary customers have mobility challenges.

What would be a primary consideration in the redesign of the site?

- A. Providing large print PDF files for download
- B. Providing image and video alternatives to text
- C. Minimizing the number of mouse clicks needed to perform tasks
- D. Removing page elements that flicker and change color

Correct Answer: C

QUESTION 11

You are attending a job interview for a position as a web designer. The interviewer asks you to explain the reasoning behind using your particular design approach.

Which of the following supports your preference for the bottom-up design approach?

- A. This approach maximizes page view and conversions.
- B. The design approach is centered around the needs and experiences of the users. If they are satisfied with their experience, they will continue to visit in the future.
- C. When designing, create an exciting and vibrant experience for the users. Go bold or go home!
- D. The sites are based on a central vision and design concept. After establishing this design base, the focus is then on how to direct users to the parts of the site they need to see.

Correct Answer: D

QUESTION 12

Nicki is working on a website for a company that sells handmade beauty products online. One of the goals for this site is to attract and retain site visitors.

What is one tactic she could use to help achieve this goal?

- A. Create a complex and unique navigation system to really impress new visitors to the site.
- B. Make sure users can only view products on the site after they have filled out a registration form to create an account.
- C. Create a blog section that can be updated weekly with tutorials on innovative ways to use the website's beauty products.
- D. Show visitors a wealth of similar product options on affiliate sites by displaying large, animated ads in the header and sidebar.

Correct Answer: C