



AD5500/ADV3650 Advanced Web Design
New York City College of Technology, CUNY
Department of Advertising Design & Graphic Arts

Quiz Questions

1. Name 1 block element.
2. Name 1 inline element.
3. What is the difference between an inline element and a block element?
4. What is the difference between an ID and a CLASS? When is it appropriate to use each?
5. Describe and/or write the code for an inline style.
6. Describe and/or write the code to link an external stylesheet.
7. Describe and/or write the code for an embedded style.
8. What is a contextual selector?
9. What is a class selector?
10. What is a child selector?
11. What is a sibling selector?
12. Describe 2 techniques to center a layout in a browser.
13. Describe the differences between a fixed, elastic, and liquid layout.
14. Describe a technique to position 2 columns so they sit next to each other.
15. Write the css code that will force a block element (e.g., div) to fall below a series of floated block elements?
16. What is the most important tag on a page for search engine optimization?
17. Describe why duplicate content is a concern for search engine spiders?
18. Describe one strategy to resolve a duplicate content issue.
19. Describe when it best to use the “font-weight:bold” style, when it is best to use an `<h2>` tag, and when it is best to use the `` tag.
20. Write the css and html for a 3-column fixed layout.
21. Write the css and html for a 2-column elastic layout.
22. Write the css and html for a 2-column liquid layout.