

# 1D0-520<sup>Q&As</sup>

CIW V5 Site Designer

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**QUESTION 1**

While designing a Web site for a customer, you are asked to add several photographic images to one of the pages. Which format would be best suited for this type of image?

- A. GIF
- B. TIFF
- C. BMP
- D. JPEG

Correct Answer: D

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**QUESTION 2**

User feedback can be evaluated in many ways. Which of the following methods is more quantitative than direct user feedback, and will provide indirect feedback from the majority of users who do not respond?

- A. User surveys
- B. Site server logs
- C. Online e-mail links
- D. Opt-in bulk mail services

Correct Answer: B

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**QUESTION 3**

Which of the following is one of the advantages that SWF (Flash) files bring to Web-based environments?

- A. SWF files are compressed, so files download quickly.
- B. SWF files use layers, so animation is linear and parallel.
- C. SWF files use vector images, so files can be easily modified.
- D. SWF files can stream images, so files can be uploaded quickly.

Correct Answer: A

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**QUESTION 4**

You have included a check box on a registration Web page that users accessing your site can select to receive periodic bulk e-mail from your company. What must you include in your bulk e-mail messages to your subscribers?

- A. An opt-out option to discontinue receiving the messages
- B. An opt-in option to receive similar messages from related companies
- C. A section in which recipients can provide feedback about the company
- D. Coupons for product specials that can be printed and redeemed on future purchases

Correct Answer: A

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#### QUESTION 5

Jacob runs a Web site specializing in selling music from independent artists. Most of the site's customers want to know about unknown or new artists in the music industry whose work is available on Jacob's site. Site visitors have requested an easier way to learn about updates to the New Artists page. Which of the following will best meet visitors' needs?

- A. Update the New Artists page more often.
- B. Install an RSS feed for the New Artists page.
- C. Install a search feature on the New Artists page.
- D. Use a different font for each new entry on the New Artists page.

Correct Answer: B

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