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**Lesson Quiz Key**

1. The purpose of the pre-assessment is
   1. to figure out what the client wants
   2. to plan the site's layout
   3. to determine the way the content is to be arranged
   4. **to prepare for the initial meeting with the client**
2. The purpose of the needs assessment is
   1. to determine what the website should look like
   2. **to determine what the client wants from the site**
   3. to determine how the site should be organized
   4. to design the style of the site
3. What should be considered in the needs assessment phase?
   1. the purpose of the site
   2. the website's goals
   3. the site's target audience
   4. **all of the above**
4. What should be considered in the development phase?
   1. **the layout of the site**
   2. the goals of the website
   3. whether the site works
   4. all of the above
5. Websites are designed for specific groups of individuals called the
   1. web users
   2. visitors
   3. **target audience**
   4. site purpose
6. If a website's purpose is to establish an organization's presence, it is described as
   1. **informative**
   2. sales/service
   3. entertainment
   4. research
7. An illustration of the site structure, or blueprint of how the pages in the website are arranged, is known as a(n)
   1. organization chart
   2. **storyboard**
   3. page layout
   4. site map
8. Which of the following is NOT defined by the site’s style?
   1. font typography
   2. color scheme
   3. positioning
   4. **content**
9. Page layout should address each of the following except
   1. location of graphics
   2. navigation location
   3. primary and secondary content area
   4. **color scheme**
10. A collection of your work samples that you provide to potential clients is called a
    1. blog
    2. **portfolio**
    3. resume
    4. website