**General Information:**
*Final Exam Time:* Friday, May 3rd, 8:30-11:00am  
*Location:* usual classroom, MSC W201

*Closed book, closed notes, no calculator.*

*Format:* The final will have fewer writing questions than previous exams. It will be composed primarily of “easy to grade” questions such as multiple choice (“chose the best answer...”), fill in the blank, and multiple answer (“choose all of the following which...”).

The exam will have a scantron portion, so you will need to bring a pencil and a good eraser. I WILL NOT have extra pencils for you to borrow so be prepared. The exam will have 150 points. You will have the full 150 minutes (2.5 hours) to work on the exam. Each point equates to approximately 1 minute of effort. Thus, if a problem is worth 2 points, you should be able to answer it in approximately 2 minutes. Use this feature of the exam to pace yourself and gauge how much time you should spend on any one problem. If a problem is worth 5 points, don't spend 25 minutes on it!

The exam will contain (approximately!) 25% material from Exam 1, 25% material from Exam 2, and 50% new material.

**New Content:**

Note that this is not meant to be an exhaustive list, merely a starting point. You should review all readings listed on the course website, homeworks, quizzes, notes, and previous exams as well.

**Web Design & Evaluation:**

Know and be able to discuss importance of each factor below as well as specific examples:
- Planning
- Site Structure
- Content
- Navigation
- Page Design
- Maintenance

We talked a lot about "knowing your audience" of your website. What are some different ways of learning about your audience?

Know and be able to discuss website evaluation strategies:
- Usability testing
- Surveys
- Focus groups
- Market research
- Web analytics
- Server logs
- Search data analysis
- Contact w/ public
- Web content from similar businesses/domains
- Performance evaluation
**Intellectual Property:**
Property vs. intellectual property. Why do countries grant protection to IP?
How has digital technology impacted intellectual property?
What 4 ways do we have to protect IP? What are the main features of each?
What rights are conveyed via copyright protection?
What are the 4 factors influencing a determination of "fair use" of copyrighted material?

**HTML and CSS:**
Where do pages written in HTML live/function in the client-server architecture of the Web?
What do we mean when we say browsers "render" webpages?
What are the three types of text in a webpage? Give examples of each? What role do each play in the form/function of a webpage?
What are tags? Give some examples of tags and their associated visual HTML elements?
- Spacing elements
- Headings
- Lists
- Tables
- Formatted text
- Images
- Links

What is the difference between absolute and relative references on a webpage? When would/wouldn't you use each?
What is CSS?
Why would you use this to style your webpages?
What are the advantages/disadvantages of in-line CSS vs. a separate file for CSS?
What do classes in CSS allow us to do?