

C773 USER INTERFACE DESIGN EXAM STUDY GUIDE WESTERN GOVERNORs UNIVERSITY

A word, phrase, sound, or image that a company uses to distinguish itself or one of its products from the competition.

Correct Answer -Trademark

- *Anti-Spamming laws: CAN-Spam Act**
- *Intellectual property laws: protects works of mind from unauthorized usage- Copyright & Trademark**
- *International legal issues: primary sales & contracts outside countries.**
- *Can't ship pcs to Mexico**

Correct Answer -Explain legal issues that could affect web design.

Content not copyrighted or trademarked, or for which the copyright has expired, said to be in the public domain.

Correct Answer -Public Domain

Perceived as representing its internal culture & the external industry in which it participates.

Correct Answer -Why is color important to design?

- *Warm (stimulating, foreground) colors: reds, oranges, yellows**
- *Cool (calming, background) colors: greens, blues, purples**
- *Neutral colors: black, white, grays**

Correct Answer -Explain the three categories of colors.

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