ECC006 Homework Assignment #5

1. Which of the following are the three most common methods for organizing websites?

a. horizontal, vertical, and diagonal

b. hierarchical, linear, and random

c. accessible, readable, and maintainable

d. none of the above

2. Which of the following are the four principles of the Web Content Accessibility Guidelines?

a. repetition, contrast, proximity, and alignment

b. perceivable, operable, understandable, and robust

c. accessible, readable, maintainable, and reliable

d. hierarchical, linear, random, and sequential

3. Which of the following are influenced by the intended or target audience of a site?

a. the amount of color used on the site

b. the font size and styles used on the site

c. the overall look and feel of the site

d. all of the above

4. Which of the following recommended design practices apply to a website that uses images for its main site navigation?

a. Provide alternative text for the images.

b. Place text links at the bottom of the page.

c. Both a and b.

d. No special considerations are needed.

5. Which of the following is a color scheme that consists of two colors that are opposite each other on the color wheel?

a. analogous

b. complementary

c. split complementary

d. contrasting

6. Choose two sites that are similar in nature or have a similar target audience, such as the following: • Amazon.com (http://www.amazon.com) and Alibaba.com (https://www.alibaba.com/) • CNN (http://www.cnn.com) and MSNBC (http://www.msnbc.com) Describe how the two sites you chose to review exhibit the design principles of repetition, contrast, proximity, and alignment.

Spotify and Apple Music

Spotify and Apple Music are both popular music streaming platforms with a similar target audience: people who enjoy listening to music online, creating playlists and discovering new artists.

Repetition: Both platforms maintain consistent layouts across pages, with recurring elements like play buttons, album covers and navigation menus.

Contrast: They use color and typography contrast to highlight interactive elements such as "Play" or "Subscribe" buttons and to distinguish featured albums or playlists.

Proximity: Songs, artists and albums are grouped closely together, making browsing and discovery intuitive.

Alignment: Both websites follow a clean, grid-based design that aligns elements like song lists, album art and menu items to create an organized and visually appealing interface.