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

c. split complementary

d. contrasting

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Contrast

Contrast simply means difference. we are all wired to notice differences. We are not conscious

of it, but we are scanning and looking for similarities and differences all the time. Contrast is

what we notice, and it's what gives a design its energy. So, you should make elements that are

not the same clearly different, not just slightly different.

Contrast is one of the most powerful design concepts of them all because really any design

element can be contrasted with another. You can achieve contrast in many ways—for example,

through the manipulation of space (near and far, empty and filled), through color choices (dark

and light, cool and warm), by text selection (serif and sans serif, bold and narrow), by the

positioning of elements (top and bottom, isolated and grouped), and so on.

Repetition

The principle of repetition simply means the reusing of the same or similar elements throughout

your design. Where contrast is about showing differences, repetition is about subtly using

elements to make sure the design is viewed as being part of a larger whole. If you use a stock

template from your software application, then repetition is already built into your slides. For

example, consistent background and consistent use of type add unity across a deck of slides.

Proximity

The principle of proximity is about moving things closer or farther apart to achieve a more

organized look. The principle says that related items should be grouped together so that they

will be viewed as a group, rather than as several unrelated elements. Audiences will assume that

items that are not near each other in a design are not closely related. Audiences will naturally

tend to group similar items that are near to each other into a single unit.

Alignment

The whole point of the alignment principle is that nothing in your slide design should look as if

it were placed there randomly. Every element is connected visually via an invisible line. Where

repetition is more concerned with elements across a deck of slides, alignment is about obtaining

unity among elements

of a single slide. Even elements that are quite far apart on a slide should have a visual

connection, something that is easier to achieve with the use of grids. When you place elements

on a slide, try to align them with another element.