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.

A/ c. Both a and b

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.

Amazon.com (http://www.amazon.com) and Alibaba.com (https://www.alibaba.com)

Repetition

Repetition refers to repeated visual elements, such as use of color, shape, columns, headers, and callout boxes. Repeated design elements help readers understand how you have organized the work. As they scan the document, they can anticipate content based on your design. Although readers dislike reading passages with words repeated incessantly, they enjoy repetition as a design element.

In word processors, you can create helpful repetition by using a template. A template enables you to set the font type, size, and style for each heading. For example, by tagging a top header as "level 1" or tagging a passage "body text", you can ensure continuity throughout your document. Then, if you decide to change a design element, such as the font of your footnotes, you just modify the footnote tag. On websites, repetition is especially important because readers can easily develop vertigo (a sense of knowing where they've been or where to go). Most web editors provide templates or themes to enable you to repeat design elements easily.

Contrast

Contrast is what we notice, and it's what gives a design its energy. So the two websites should make elements that are not the same clearly different, not just slightly different. Contrast is one of the most powerful design concepts and readers notice contrasting elements. Changes in font, color, and layout are examples of contrasting elements. To promote focus, contrast should be dramatic. This helps the viewer get the point of your design quickly. Yet this doesn't mean you should align garish, bright colors with soft pastels. If all items in a design are of equal or similar weight with weak contrast and with nothing being clearly dominant, it is difficult for the viewer to know where to begin. Designs with strong contrast attract interest, and help the viewer make sense of the visual. Weak contrast is not only boring, but it can be confusing. Every single element of a design such as line, shape, color, texture, size, space, type, and so on can be manipulated to create contrast.

Proximity

Proximity refers to chunking information together that belongs together and conversely separating information that belongs elsewhere. Obviously, you don't want your work to appear like a jigsaw puzzle. Instead, you can create focus and highlight your message by organizing similar elements together. By grouping related information, you can reduce clutter. 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.

People should never have to work at trying to figure out which caption goes with which graphic or whether or not a line of text is a subtitle or a line of text unrelated to the title. Do not make

audiences think. That is, do not make them think about the wrong stuff, like trying to decipher your slide's organization and design priority.

Alignment

Alignment refers to the positioning of elements. For example, texts can be left, center, or right justified. Text columns, tables, or pictures can line up equally. Captions can be anchored next to images. The whole point of the alignment principle is that nothing in your slide design should look as if it were placed there randomly. Many people fail to make an effort to apply the alignment principle, which often results in elements being almost aligned but not quite. This may not seem like a big deal, but these kinds of slides look less sophisticated and overall less professional. The audience may not be conscious of it, but slides that contain elements in alignment look cleaner. And assuming other principles are applied harmoniously as well, your slides should be easier to understand quicky.