

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.

Looking at Amazon and Alibaba, we can see that both exhibit similar features, such as a toolbar consisting of the most needed and common features for their target audience. (Aka. Search bar, delivery location, accounts and log ins, orders and cart, etc.) Similarly both have fairly identical product classification for ease of use, to provide intuitivity. Likewise both prefer white and light blue tones, to make the colorful products pop and catch the eye of the customers.