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ECC006 Homework 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

<mark>b. complementary</mark>

c. split complementary

d. contrasting

6. Choose two sites that are similar in nature or have a similar target audience, such as the

following:

• 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 Ebay.com (https://www.ebay.com/)

Sites similar to Amazon and Ebay include Overstock (https://www.overstock.com/) and Target (https:/target.com).

the following design principles:

Repetition - the sites employ repetition of keywords and brand colors to foster trust and brand consistency

Contrast - the sites use strong visual contrast on buttons and call to actions to inspire users to purchase

Proximity - element proximity is used in these sites to associate items and their prices/captions/descriptions

Alignment - alignment is used to establish visual connections between similar items on these sites