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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

Answer: b. Hierarchical, Linear, and Random

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

Answer: b. perceivable, operable, understandable, and robust

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

Answer: 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.

Answer: a. Provide alternative text for the images

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

Answer: b. complementary

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.

Answer: www.amazon.com and www.ebay.com

Contrast

Contrast refers to the difference, We are not aware 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 as well as spaced), also through color choices (dark and light, cool and warm, catchy), by font selection (serif and sans serif, bold and narrow), by positioning of elements (top and bottom, isolated and grouped), and so on.

Making use of contrast can help you create a design in which one item is clearly dominant. This helps the viewer "get" the point of your design quickly. Every good design has a strong and clear focal point and having a clear contrast among elements (with one being clearly dominant) helps. 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.

Repetition

The principle of repetition simply means the reusing of the same or similar elements throughout your design. Repetition of certain design elements in a slide or among a deck of slides will bring a clear sense of unity, consistency, and cohesiveness. 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, a consistent background and consistent use of type adds unity across a deck of slides.

However, you must be careful not to have too much repetition among your slides. because repetition is boring and can lead to the audience being not interested in your design. Most of the built-in templates have been seen many times before and may not suit your unique situation. Many of the standard templates also have background elements that will soon become tiring, rather than generating interest the tenth time a different slide is shown but with the same repetitive element.

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 page. Even elements that are quite far apart on a page, should have a visual connection, something that is easier to achieve with the use of grids. When you place elements on a page, try to align them with another element, make t hem look pretty and in some border lines and make sure you polish it afterwards and clean up any messy coding therefore would leave you happy with your finished aligned page that is also well organized.

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 quickly.

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.

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 page's organization and design priority.

Using CSS for styling and organizing your page using margin,padding and such styling elements that help you grant proximity between your elements in your page , also helping you organizing your page and giving each element its own space while not interfering with other elements.