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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.

Sites similar to Amazon and Ali Baba

- Barnes & Noble (<https://bn.com>)
- Target (<https://target.com>).

Sites similar to CNN and MSNBC

- ESPN (<https://espn.com>)
- BBC (<https://bbc.co.uk>).

They exhibit 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