

Try again once you are ready  
Grade received 68.75%  
To pass 80% or higher  
Try again

1. In the 60-30-10 rule for design, which color characteristic makes up 10% of the palette? 1 / 1 point

- ☐ Primary color
- ☐ Complementary color
- ☐ Neutral color
- ☒ Accent color

✓ Correct  
Designers should use the accent color sparingly (in about 10% of the design) to add emphasis to a specific design element.

2. A design team builds a site for a travel company and wants to incorporate vibrant colors into the design. The team consults the \_\_\_\_\_ to ensure the colors they select follow contrast guidelines and maintain accessibility. 1 / 1 point

- ☐ 60-30-10 rule
- ☒ Web Content Accessibility Guidelines
- ☐ hex code
- ☐ color code

✓ Correct  
Designers should follow the Web Content Accessibility Guidelines (WCAG) to make sure their designs are accessible.

3. Why is color an important factor in designing your product? Select all that apply. 0.75 / 1 point

✓ Color helps the user effectively navigate the design.

✓ Correct  
Color can guide the user flow through your design and help ease the user's journey through your product.

✓ Color allows the designer to introduce their personal preferences into the design.

✗ This should not be selected  
Color should be used in association with an organization's branding and kept consistent. Use of color in your designs should have a purpose.

✓ Color can convey emotions for the user.

✓ Correct

Color is useful when thinking about how users feel as they navigate through a product.

☒ Color draws the attention of the user.

☒ Correct  
Effective use of color can draw the user's gaze to a particular area of your product and guide users on where to look.

4. Luanne is an American, but she's designing a food delivery mobile app for a client that is based in Peru. Luanne uses green as an accent color to represent prosperity. Her client criticizes the design's color scheme because the color green has negative connotations in Peru. What could Luanne have done differently? Select all that apply.

0 / 1 point

☒ Perform regional research on color.

☒ Correct  
A color's meaning can change based on the user's region. Color plays a vital role in conveying emotion to your users and the only way to know if your product is conveying the correct emotion is to do relevant research.

☒ Contact the client prior to choosing colors.

☒ Correct  
If the brief wasn't specific about the brand colors that the client expected, Luanne could've asked questions prior to completing the high-fidelity design.

☒ Conduct competitive research into other apps used by the target market.

☒ Correct  
Luanne could have gotten a better idea of what similar apps were doing if she'd conducted competitive research before beginning her app design.

☒ Send the design directly to the engineering team.

☐ This should not be selected  
Luanne could have sent her design directly to the engineering team, but she should get input on the colors from the client first.