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

Correct 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

Correct 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

Correct 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.

Correct Answer : c. Both a and b.

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

Correct 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.

Solution :

Selected Websites:

- Amazon.com
- Alibaba.com

Design Principles:

Repetition

- Amazon consistently uses repeated layouts for product listings, navigation menus, and promotional banners. This helps users recognize patterns and navigate easily.
- Alibaba also repeats layout structures, especially in product categories and supplier listings, creating a familiar experience throughout the site

Contrast

- Amazon uses strong contrast with white backgrounds and dark text. Buttons and promotional areas often use bold colors like orange and blue to draw attention.
- Alibaba applies contrast through its use of clean white space, bright call-to-action buttons, and highlighted price tags to help important elements stand out.

Proximity

- Amazon groups related items such as product details, pricing, and reviews close together, helping users scan information quickly.
- Alibaba places product images, pricing, supplier info, and minimum order quantities close to each other, making it easier to compare options at a glance.

Alignment

- Amazon maintains consistent left and center alignment in menus and product grids, contributing to a neat, organized look.
- Alibaba aligns content in grid-based sections with centered text and images, ensuring a balanced and structured presentation.