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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

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
b. complementary
c. split complementary
d. contrasting

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.

 Two sites similar to Amazon and Alibaba are eBay (https://ebay.com) and Etsy (https:/etsy.com).

 Two sites similar to CNN and MSNBC are Fox News (https://foxnews.com) and CBS news (https://cbsnews.com). They exhibit the following design principles:

 Repetition - The sites use same keywords on products to create confidence and brand consistency.

 Contrast - The sites use a lot of visual contrast on buttons and thumbnails to encourage viewers to buy.

Proximity - Proximity is used in these sites to link things to their prices and descriptions.

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