

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.

Sites similar to Amazon and Alibaba include Barnes & Noble (<https://bn.com>) and Target (<https://target.com>). Sites similar to CNN and MSNBC include ESPN (<https://espn.com>) and BBC (<https://bbc.co.uk>). They exhibit the following design principles:

Repetition - the sites employ repetition of keywords and brand colours 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