

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.

Banggood: (<https://www.banggood.com/>) & Ebay: (<https://www.ebay.com/>)

Repetition:

Banggood and Ebay may be similar in design, but they're definitely not the same. It also has many differences. As the color and theme, banggood used colors like black, yellow, orange and white. They tried to use striking colors. Ebay, on the other hand, made a simple and elegant design using the classic plain white color. They designed their products by staying true to the categories. They cleared the confusion.

Contrast:

In contrast, Banggood and Ebay took different paths. Banggood opted for pale colors as it used many colors. Ebay chose to show itself in bright colors as it uses a white background. That's why texts are more specific in size and color on ebay.

Proximity:

Both have categorized the products very clearly. It is grouped in a simple and convenient way that everyone can understand. First of all, you choose what kind of thing you want. For example, Electronics. Then you can easily access the product you want in other internal categories. Both sites are running this business successfully.

Alignment:

Both sites are well-known corporate companies. That's why the people working in these jobs have done enough for both coloring, design and placement and have created an order.