

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.

Answer:

I choose Amazon and ebay.

Repetition : The Elements, fonts, frames etc that are used must be symmetric i.e repetition of same kind of HTML elements throughout the site's web pages. This gives a symmetric view to the user.

Contrast : is one of the most powerful design concepts. Contrast can be applied to a webpage in many ways:

For example.

- Manipulation of space (empty and filled)
- Color choices(dark and light)
- Text selection (font-size, color, type etc)
- Positioning of elements(top and bottom, right and left), and so on.

Making use of contrast can help you create a design in which one item is clearly dominant

Proximity : says that related items should be grouped together so that they will be viewed as group rather than individuals. Audience should understand by looking at them that these belong to a specific group.

Alignment : of the elements on webpage is very important. All the text, images should be clearly aligned. Repetition is concerned with symmetry of all the elements across a webpages of a site, alignment is about obtaining symmetry among elements of a page.

I suppose Amazon and ebay both are mature websites and follow above principles strongly.

These sites follow Repetition by keeping the font size, color, alignment and images same across the web pages. Using same images and colors etc.

Also, in time of sale or discounts, this is clearly contrasted on the websites to get attention of customers.

Alignment of all the rows, columns, text id surely maintained in these sites