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

Amazon and Alibaba e-commerce site; **Repetition:** These web sites follow repetition by keeping the font, size, color and images same across the web pages. The same kind of html elements are used throughout the site's web pages for both, which gives a symmetric view to the user.

Contrast: The sale and discount sections are contrasted to on the websites to get the attention of the viewers, the background for these are made white, to capture the human eye and for easy readability.

Proximity: The both sites use proximity to group related items for example all electronic products are group together, which makes it easier for the viewers to access products.

Alignment: The alignment of all the rows, columns, text are maintained in both websites.