

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 contrast, repetition, proximity, and alignment.

Contrast

Contrast simply means difference. We are all wired to notice differences. We are not conscious of it, but we are scanning and looking for similarities and differences all the time. Contrast is what we notice, and it's what gives a design its energy. So, you should make elements that are not the same clearly different, not just slightly different.

Contrast is one of the most powerful design concepts of them all because really any design element can be contrasted with another. You can achieve contrast in many ways—for example, through the manipulation of space (near and far, empty and filled), through color choices (dark and light, cool and warm), by text selection (serif and sans serif, bold and narrow), by the positioning of elements (top and bottom, isolated and grouped), and so on.

Making use of contrast can help you create a design in which one item is clearly dominant. This helps the viewer “get” the point of your design quickly. Every good design has a strong and clear focal point and having a clear contrast among elements (with one being clearly dominant) helps. If all items in a design are of equal or similar weight with weak contrast and with nothing being clearly dominant, it is difficult for the viewer to know where to begin. Designs with strong contrast attract interest and help the viewer make sense of the visual. Weak contrast is not only boring, but it can be confusing. Every single element of a design such as a line, shape, color, texture, size, space, type, and so on can be manipulated to create contrast.

Repetition

The principle of repetition simply means the reusing of the same or similar elements throughout your design. Where contrast is about showing differences, repetition is about subtly using elements to make sure the design is viewed as being part of a larger whole. If you use a stock template from your software application, then repetition is already built into your slides. For example, consistent background and consistent use of type add unity across a deck of slides.

However, you must be careful not to have too much repetition among your slides. Most of the built-in templates have been seen many times before and may not suit your unique situation. Many of the standard templates also have background elements that will soon become tiring, rather than generating interest the tenth time a different slide is shown but with the same repetitive element.

Be a stronger repetitive element if its size and location occasionally shifted in harmony with the content of different slides and in a way that was subtle and did not interfere with the primary message.

Proximity

The principle of proximity is about moving things closer or farther apart to achieve a more organized look. The principle says that related items should be grouped together so that they will be viewed as a group, rather than as several unrelated elements. Audiences will assume that items that are not near each other in a design are not closely related. Audiences will naturally tend to group similar items that are near to each other into a single unit.

People should never have to “work” at trying to figure out which caption goes with which graphic or whether or not a line of text is a subtitle or a line of the text unrelated to the title. Do not make audiences think. That is, do not make them “think” about the wrong stuff, like trying to decipher your slide’s organization and design priority. A slide is not a page in a book or magazine, so you are not going to have more than a few elements or groups of elements.

Alignment

The whole point of the alignment principle is that nothing in your slide design should look as if it were placed there randomly. Every element is connected visually via an invisible line. Where repetition is more concerned with elements across a deck of slides, alignment is about obtaining unity among elements

of a single slide. Even elements that are quite far apart on a slide should have a visual connection, something that is easier to achieve with the use of grids. When you place elements on a slide, try to align them with another element.

Many people fail to make an effort to apply the alignment principle, which often results in elements being almost aligned but not quite. This may not seem like a big deal, but these kinds of slides look less sophisticated and overall, less professional. The audience may not be conscious of it, but slides that contain elements in alignment look cleaner. And assuming other principles are applied harmoniously as well, your slides should be easier to understand quickly.