**ANİL KESKİN 20203338**

**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 =**

1. **Amazon.com and Alibaba.com:**
   * *Repetition*: Both sites exhibit repetition in their layout structures. For instance, product listings are presented in a consistent manner, with images, titles, prices, and options for further actions.
   * *Contrast*: Both sites use contrast effectively to highlight important elements such as buttons, prices, and product categories. Amazon often uses a combination of bold colors for buttons and headings, while Alibaba utilizes bold colors for its branding and promotional elements.
   * *Proximity*: Both sites organize content with proximity in mind, grouping related elements together. For example, product images are placed adjacent to their titles and prices, facilitating quick comprehension for users.
   * *Alignment*: Both sites employ alignment to create a sense of order and coherence. Text blocks, images, and buttons are typically aligned horizontally or vertically, contributing to a visually pleasing layout.

**CNN and MSNBC:**

* + *Repetition*: Both news sites demonstrate repetition by employing consistent header designs, navigation bars, and article layouts throughout their pages.
  + *Contrast*: Both CNN and MSNBC use contrast to emphasize breaking news, headlines, and important stories through larger fonts, bold colors, and prominent placement on the page.
  + *Proximity*: Both sites utilize proximity to group related content together, such as placing article headlines, summaries, and images in close proximity to each other for easy browsing.
  + *Alignment*: Both CNN and MSNBC maintain a consistent alignment scheme, with elements such as text blocks, images, and navigation menus arranged neatly in columns or rows, enhancing readability and organization.