

AII006 Homework Assignment #5

Name: EMRE TOSMAN

Student No: 20210999

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

Answer: b. hierarchical, linear, and random

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

Answer: b. perceivable, operable, understandable, and robust

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**

Answer: 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.

Answer: c. Both a and b.

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

Answer: b. complementary

6. Choose two sites that are similar in nature or have a similar target audience, such as the following:

- Amazon.com and Alibaba.com
- CNN and MSNBC

Describe how the two sites you chose to review exhibit the design principles of repetition, contrast, proximity, and alignment.

Answer:

For this task I decided to create two websites for online shopping. The two websites that I chose to model were Alibaba and Amazon. Both are designed for users to search for products, view options, and complete a transaction online. Although both sites are for the same purpose, their designs take different approaches.

1. Repetition:

Both of the websites employ repetition by repeated use of same design elements i.e. product categories, shopping information, banners and content blocks. Repetition on homepage helps to make homepage look more consistent and also helps user to understand the layout faster as same style is repeated again and again. This makes the site more organized and easy to use.

2. Contrast:

Both Alibaba and Amazon use contrast to draw attention to important content on their sites. Alibaba employs orange and white to highlight buttons, links and important content. This sharp colour scheme gives the site a dynamic business-like feel. Amazon employs a more balanced palette of dark blue, black, white and orange. The dark top menu bar provides a nice contrast to the light background. The search bar is also highlighted giving prominence to two of the site's main features. The colour scheme feels familiar and gives a more traditional shopping experience online.

3. Proximity:

Both sites have organized related items side by side on the product page. The sites also organize products by category, highlight deals, and provide shopping tools. These features enable customers to see relevant information in one spot, saving time and making shopping easier.

4. Alignment:

Both homepages are laid out clearly. The content is organized into clean rows and sections, making it easy to browse through. Good alignment was used to make the websites look more neat and professional.

Both Alibaba and Amazon use repetition, contrast, proximity, and alignment effectively. Their color choices also support their design well. Alibaba feels more energized and business-oriented, while Amazon feels more practical, simple, and user-friendly.