Terms and principals you should get familiar with

Technical Terms (and things we will learn more about)

WWW

A hypermedia-based system for browsing Internet sites. It is named the Web because it is made of many sites linked together; users can travel from one site to another by clicking on hyperlinks. Users can also view images, text, video, and other types of media in a browser.

HTML

HyperText Markup Language
Supports links to other documents, as well as graphics, audio, and video files. You may hear people refer to it handling the 'structural layer'.

CSS Cascading style sheets

A system for modifying the presentation of HTML or XHTML. You may hear people refer to it handling the 'presentational layer'.

JAVASCRIPT

A programming/scripting language used on the web and elsewhere. You may hear people refer to it handling the 'behavioral layer'.

XHTML

extensible HyperText Markup Language. An extention of HTML as an application of the XML language.

XML

Extensible Markup Language
The **Extensible Markup Language** (**XML**) is a W3C-recommended general-purpose markup language that supports a wide variety of applications. Its primary purpose is to facilitate the sharing of data across different information systems, particularly systems connected via the Internet[1].

UNIX

A computer operating system (the basic software running on a computer, underneath things like word processors and spreadsheets). It is the most common operating system for servers on the Internet.

URL

Uniform (Universal?) Resource Locator
Parts of a URL
http://www.apple.com/products/imac.htm
protocol/ domain/ directory/ file

Domain

A group of computers on a network that are administered as a unit

DNS

Domain Name System

It serves as the "phone book" for the Internet by translating human-readable computer hostnames, e.g. *www.example.com*, into IP addresses, e.g. *208.77.188.166*, which networking equipment needs to deliver information.

IP Address

An identifier for a computer or device on a TCP/IP network. It looks like *208.77.188.166*

DTD

Document Type Definition. It goes at the top of the code for a web page and helps the browser to render the page properly.
It looks like this
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
The html5 doctype looks like this
<!DOCTYPE html>

Protocols

Sets of rules or standards that let computers communicate over the Internet. See HTTP and FTP

HTTP

HTTP (Hypertext Transfer Protocol) allows transfer of Web pages via a browser.

HTTPS

A secure version of HTTP

FTP

FTP (File Transfer Protocol) allows transfer of files through the Internet from one computer to another.

TCP/IP Transmission Control Protocol/Internet Protocol
IP is responsible for moving packets between nodes
TCP is responsible for verifying delivery from client to server.

Email

Use email protocols like pop an imap

Nodes

Major connection points on the internet

Backbone

High-speed transmission lines that connect nodes on the internet

Broadband

High speed connection to the internet, vs something like dial up, which is much slower.

ISP

Internet service Provider. This is who you get your access to the internet from.

Router

Examines incoming data and forwards it to the requested destination

Packets

Packets are blocks of data sent on a network. With TCP/IP the size of a packet may be around 1500 characters.

Bandwidth

The amount of information that can be transmitted over communications lines at one time. The higher the bandwidth, the faster the Web page loads. Limited bandwidth is the main reason for keeping pictures small and other media as small as possible.

T1

An internet connection supporting data rates of 1.544Mbits per second.

T3

An internet connection connection supporting data rates of about 43 Mbps.(There are faster connections than this).

Modem

Modulator Demodulator. Transforms data back and forth between analogue(physical) and digital(ones and zeroes). Most commonly though of in reference to a dial up modem(yes, some people still use dial up).

DSL

Digital subscriber line

Cable modem

Used when receiving internet broadband from a cable provider like Comcast

Browser

Interprets and Present HTML

Server

A server is a computer that handles requests for data, email, file transfers, and other network services from other computers (ie, clients).

Client

Receives information from a server

Cern

European Laboratory for Particle Physics

The World Wide Web began as a CERN project.

Mosaic

First graphical browser created by Marc Andresson, who later founded Netscape.

W3C

The World Wide Web Consortium. The standards organization for the web

Logical Styles(Now often referred to as **Semantic Markup**)

Describe the enclosed texts meaning or context.
The preferred style of tags.
Examples would be the tag and the (emphasis) tag

Physical Styles

Give the browser specific display instructions.
Older tags falling out of favor.
This should be done with CSS as much as possible
An Example would be the font tag

Notes:
Some tags have been redefined in html5, so they are no longer presentational, but now have meaning, such as <b>(bold), <i>(italics), and <u>(underline)

The <u> element was deprecated(made obsolete) in HTML 4.01. (the <u> element was used to define underlined text).
The <u> element is redefined in HTML5, to represent text that should be stylistically different from normal text, such as misspelled words or proper nouns in Chinese.

Design Terms

Conventions

A practice that has become commonly accepted

Consistency

a harmonious uniformity or agreement among things or parts

Unity

Things look like they go together, but they are not identical. Unity but not uniformity is the goal.

Continuity

Some visual aspects of a website are consistent from one page to the next. Consider layout, colors, fonts, image treatments, etc.

Metaphor

Associates a new concept(site org or nav tools) with a familiar model or idea.

User defined experience

The user has a roll in what he sees

Orienting the user

Let the user know where he is and where he can go at all times

Design fits the content, not the other way around

Target audience

Who are you making the site for? A group of people within a population that the media agency would like to reach. For instance, the “target audience” for PBS’s children’s programming isn't "everyone"--it's young children and their parents or caregivers. Groups are targeted on the basis of demographics (age, ethnicity, level of education, income, etc.), media use patterns, zip codes and other factors.

Flowchart

Shows **Connectivity**(how pages are organized). Related to Information Architecture.

Peer level

Pages on the same level down from the home page

Layout

The overall design of a website, page, spread, or books pages, including the arrangement of text, illustrations, graphics, title, page numbers, and font/typeface usage.

Usability

Usability refers to the ease with which a User Interface can be used by its intended audience to achieve defined goals. Usability incorporates many factors: design, functionality, structure, information architecture, and more.

Readability

How easy is it to read something on the screen

Navigation

Moving through a web site

Global Navigation

Navigation that is available all the time

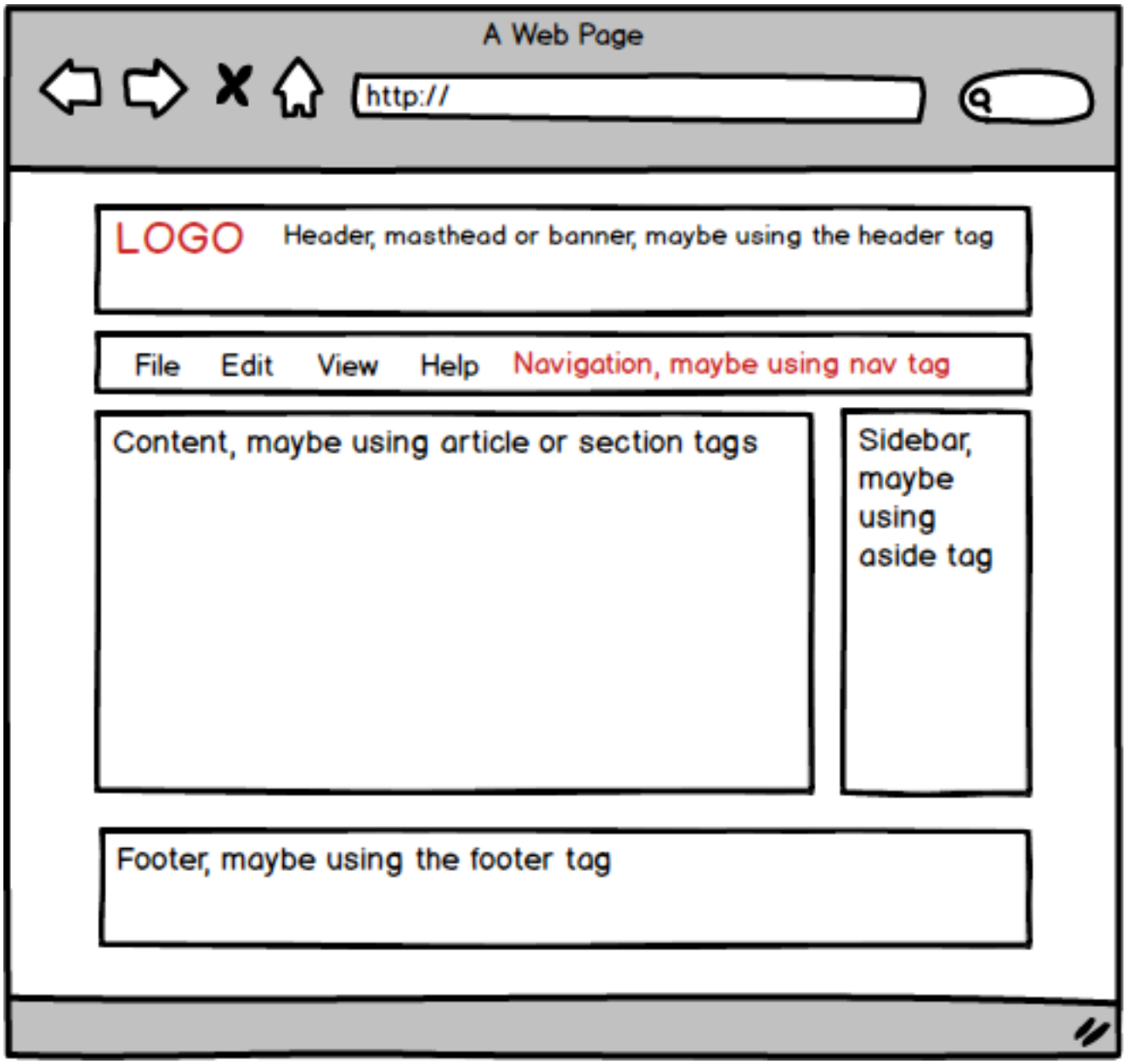
Non-linear navigation

The user decides his path through the content. Pages are interconnected so multiple paths are possible.

Linear Navigation

Web pages are seen one after the other in a pre-determined order.

Typical Page Elements


A Web Page
http://
LOGO
Header, masthead or banner, maybe using the header tag
File
Edit
View
Help
Navigation, maybe using nav tag
Content, maybe using article or section tags
Sidebar, maybe using aside tag
Footer, maybe using the footer tag