## **Course 6 terms and definitions**

A

**Above the fold:** The content on a web page that doesn’t require scrolling to experience

**Advertising agencies:** Teams of creatives hired by clients to build marketing campaigns

**Apprenticeships:** Long-term positions providing paid, on-the-job training to help you develop real skills

**Asymmetrical layout:** Having purposeful imbalance between different sides of a page

B

**Back-end developer:** Someone who writes code for the website’s architecture and data storage or retrieval, based on the sitemap and functionality

**Box layout:** A web page layout that consists of boxes or squares of various sizes and proportions

C

**Cards:** Rectangle parts of a design that contain content and actions about a single subject, which are often used in mobile app design

**Carousels:** Scrolling feeds of images or cards on a UI that can be sifted through with a click or that automatically loop while you’re on the page

**Case studies:** Summarized presentation of a design project that typically includes

* Project goal and objectives
* Your role on the project
* Process your team followed
* Outcome of the project

**Common region:** The Gestalt Principle that describes how elements located within the same area are perceived to be grouped together

**Corporation:** A company with thousands of employees working on lots of different projects

D

**Database model:** A website structure that mixes a database, or an organized collection of information, with search functionality

**Dedicated mobile app:** Built to live on the mobile device and is accessed through an icon on the phone's home screen

**Design agency:** Provides a one-stop shop for the look of brands, products, and services

**Design critique session:** A planned period of time where UX designers present their work to team members and listen to feedback

**Design system:** A series of reusable visual elements and guidelines that allow teams to design and develop a product following predetermined standards

E

**Entry-level job:** Roles that do not require prior experience in the field

F

**F-shape layout:** A website layout that assumes that users will likely browse content on the page following an F-shaped pattern

**Facilitator:** Runs the critique session and guide the process

**Featured image layout:** A website layout that places the user’s focus on a single image or video that often takes up the entire page above-the-fold

**Feedback:** Asking for or receiving ideas about what is or isn't working

**Focal point:** A specific and distinct area that sticks out on a web page or mobile screen design, to guide the users’ attention

**Freelancers:** UX designers who work for themselves and market their services to businesses to find customers

**Front-end developer:** Someone who writes code for all the user-facing interface, based on the UX designer’s specifications

G

**Generalist:** A UX designer with a broad number of responsibilities

**Gestalt Principles:** Describe how humans group similar elements, recognize patterns, and simplify complex images when we perceive objects

**Grid of cards layout:** A website layout that features a series of cards, which are often square or rectangles, that provide previews of more detailed content

H

**Hamburger menus:** A nickname for the type of navigation menu that is represented by an icon with three lines. When you click on the icon, it unfolds by sliding in from the side or taking over the whole page, revealing a menu of options to navigate through pages.

**Heading:** Titles or subtitles that stand out at the beginning of a paragraph, article, section, or another area of a website

**Hierarchy:** A visual design principle that orders elements on a page and highlights them by their importance

**Hierarchical model:** A top-down approach to structure that starts with broader categories of information (parent) and narrows into more detailed information (child)

**High-fidelity prototypes:** Polished designs that exhibit functionality and closely match the look and feel of the final product

I

**Information architecture:** Organizes content to help users understand where they are in a product and where the information they want is

**Initial focus:** How you attract a user's attention to help them accomplish a task

**Interaction designers:** Focus on designing the experience of a product and how it functions

**Internship:** A short-term role with limited responsibility

K

**Key terms:** Important words in a job posting that tell you the specifics about the role

L

**Landmarks:** Features — like navigation bars, search boxes, fixed sidebars, and footers — used to break up a lot of text on a web page and help improve the use of assistive technology

**Layout:** The structure that supports how visual components on a page are arranged

**Low-fidelity prototypes:** Simple interactive structures that provide a basic idea of how products will look and behave

M

**Matrix model:** A website structure that allows users to determine their own path, since content is linked in several ways

**Mockup:** A static, high-fidelity design that’s used as a representation of a final product

**Motion designers:** Think about what it feels like for a user to move through a product

**Multi-column layout:** A web page layout that uses two or more columns for content

P

**Presenter:** The designer who is sharing their work with others in the session

**Product designer:** Someone who is responsible for figuring out how the whole product comes together

**Prototype:** An early model of a product that demonstrates functionality

**Proximity:** The Gestalt Principle describing how elements that are close together appear to be more related than those that are spaced apart

R

**Responsive web app:** An actual website that adapts to the device the user is on and is accessed through a mobile phone's web browser

**Responsive web design:** Allows a website to change automatically depending on the size of the device

**Reviewier:** Gives feedback about the design and offers clear actions to take

S

**Similarity:** The Gestalt Principle describing how elements that look similar are perceived to have the same function

**Single column layout:** A web page layout that has only one column for content

**Sitemap:** A diagram of a website or application that shows how pages are prioritized, linked, and labeled

**Social desirability bias:** The tendency for people to answer questions in a way that will be viewed favorably by others

**Specialist:** A UX designer that dives deep into one particular UX design role, like interaction, visual, or motion design

**Startup:** A new business that wants to develop a unique product or service and disrupt the market

T

**Tiered layer cake layout:** A web page layout where individual rows, or layers, are stacked on top of one another, and within each row, there can be different numbers of columns

**Traversal order:** The navigation flow for a user on an app or a website

U

**User interface (UI) designer:** Someone who is concerned with how a digital product’s interface looks and functions

V

**Visual designer:** Someone who focuses on how the product or technology looks

W

**WCAG:** Web Content Accessibility Guidelines

**WebAIM:** Web Accessibility in Mind

**Web Content Accessibility Guidelines (WCAG):** A set of rules that explain how to make web content more accessible to people with disabilities

**Wireframe:** An outline or a sketch of a product or a screen

Z

**Z-shape layout:** A website layout that assumes that users will skim information starting left to right, then move diagonally to the left, before scanning to the right again, in the shape of a Z