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Web Design and Development
TEM 1000-O Section 2

Web Design and Development

The **front end** of web design is what everyone sees when a page is loaded. This includes colors, layouts, and overall look of a website. Languages such as HTML, CSS, and JAVASCRIPT are commonly used by front end developers.

"Front-End Web Developer Nanodegree." - *Udacity.com*. Web. 5 Dec. 2015.

Database (SQL) is used to maintain databases and tables. These can be good for keeping track of customer information or supply inventory among other things.

"Introduction to SQL." *W3Schools.com*. Web. 5 Dec. 2015.

Responsive design is the idea that websites should adapt to the user. No matter what the user is using to access the site, they should be able to comfortably view everything and the layout should adjust to the screen and platform that is being used.

"Responsive Web Design: What It Is and How To Use It – Smashing Magazine." *SmashingMagazine.com*. 12 Jan. 2011. Web. 5 Dec. 2015.

A website **wireframe** is the blueprint of what the goal of a webpage is. It helps you decide the best layout for a website once you know what you want the site to accomplish.

Esparza, Eduardo. "How to Make Useful Website Wireframes [Tutorial]." *Market 8 | Design & Function Blog*. 4 Apr. 2014. Web. 5 Dec. 2015.

WYSIWYG means what you see is what you get. This applies to displays showing what will actually be printed on a document. Some older displays were only able to show a certain font or color and not what would actually be printed on the page.

Beal, Vangie. "WYSIWYG." *Webopedia*. Web. 5 Dec. 2015.

Web Services are used to help make it easy for different applications or devices to communicate with each other regardless of what operating system or programming language was used to create them. This allows someone to program something in a language they are comfortable with and connect with another device easily without having to know the other language used.

Beal, Vangie (2015) "Web Services." *Webopedia*. Web. 6 Dec. 2015.

In web design a Hero is a static or dynamic image and text that is used as a web banner. It is large and placed at the top so it is the first thing you see when accessing a web page. The purpose is to give a good idea of the sites content.

"30 Web Designs That Fully Embrace the Hero Image." *Line 25*. Web. 6 Dec. 2015.

Graphic Design

Typography is the way words look when they are written. This includes font, spacing, and size not only between letters but between lines as well. Anything that has to do with the way we see words on a page or screen is typography.

Butterick, Matthew. "What Is Typography?" *Butterick's Practical Typography*. Web. 6 Dec. 2015.

The **hierarchy** in graphic design allows the graphic designer to show the end user the order of importance quickly. Things such as size and color can be used to show hierarchy.

Gardner, Susan. "Hierarchy." *605.wikispaces*. Web. 6 Dec. 2015.

A **creative brief** is a way to let everyone working a project know what the goals are and what is expected. Everyone can say their ideas and have a discussion and when everyone agrees on a final decision a creative brief can be made to keep things on track.

"Mastering the Creative Brief." *AIGA*. 9 Nov. 2011. Web. 6 Dec. 2015.

Mood boards are used by designers and/or clients to give an idea of what they are thinking for a design of their project. Images, textures, and text can all be used on the board to help with explaining the design idea.

Wyatt, Paul, and Tom May. "24 Pro Tips for Creating Inspirational Mood Boards." *Creative Bloq*. 25 Nov. 2014. Web. 6 Dec. 2015.

A critique is simply getting feedback on what you are working on. The critique should include positives and negatives and should be honest.

Biederbeck, Tom. "The 4 Essentials of a Design Critique." *Mohawk Connects*. 13 Apr. 2011. Web. 6 Dec. 2015.

Your target audience is the group of people you are trying to attract with your designs. For potential employers your target audience is the type of business you want to design for.

Lee, Preston. "A Freelance Designer's Target Audience: How Do You Find It?" *Millo.co*. 9 Apr. 2012. Web. 6 Dec. 2015.

Psychographics is similar to a demographic but is targeted towards personality traits, values, attitudes, interests, and lifestyles rather than their physical traits.

"Psychographic Segmentation in Marketing: Definition & Examples." *Study.com*. Web. 6 Dec. 2015.