

Web design terminology

Web Page:

Web design terminology

Web Page:

A web page is a single document, generally written in HTML/XHTML, meant to be viewed in a web browser. In many cases, web pages also include other coding and programming (such as PHP, Ruby on Rails, or ASP). Web sites are generally built from multiple interlinked web pages.

The RASTERINO website features a large, vibrant image of the London skyline, including Big Ben and the Gherkin, as its header. Below the header, there's a navigation bar with links to HOME, ABOUT, SERVICES, BLOG, FEATURES, and CONTACTS. A search bar is also present. The main content area contains five cards, each with an icon and a title: 'Link Images', 'Edit Image', 'Update Image', 'Trim Image', and 'Crop Image'. Each card has a brief description and a 'read more' button at the bottom. At the very bottom of the page, there's a footer with sections for 'RASTERINO' (describing the product), 'Company' (with links to About, FAQ, Contact, and Terms), 'Community' (with links to Blog, FAQ, Support, and Newsletter), and social media links for Twitter, Facebook, and RSS.

The NITOR website has a green-themed header with the company logo and navigation links for Home, About, Services, Case Studies, Careers, News, and Contact Us. On the right side of the header is a 'Login' button. The main content area includes a section titled 'Our Clients' with logos for DSM, McDonald's, and Toyota. To the right is a circular diagram divided into segments for 'Advisory', 'Services', 'Program Support', and 'Procurement Consulting Experts'. Below this is a 'Recent Blog Posts' section with three items: 'Analysis of SAP Acquisition of Ariba, Part II...', 'Project "Gotchas" – A Case Study Of How "Min...', and 'Projected Sourcing Savings vs. Realized Savin...'. The footer contains sections for 'About Us' (describing their goal of helping clients achieve procurement excellence), 'Our Office' (listing address and phone number), and 'Nitor News' (mentioning their participation in Oracle's OpenWorld 2012).

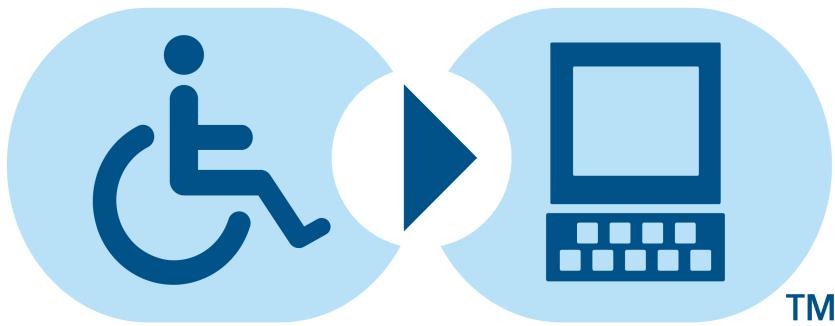
Web design terminology

Accessibility:

Web design terminology

Accessibility:

Basically, this is the ability of a website to be used by people with disabilities, including visually impaired visitors using screen readers, hearing impaired visitors using no sound, color blind people, or those with other disabilities. A website with low accessibility is basically going to be impossible for those with disabilities to use. Accessibility is particularly important for sites providing information to those with disabilities (healthcare sites, government sites, etc.), though it is an important aspect to consider when designing any site.



Web design terminology

Anchor Text:

Web design terminology

Anchor Text:

The text a link uses to refer to a URL.

This can make a big difference in your site's search engine results. The objective of search engines is to provide highly relevant search results; this is where anchor text helps, as the tendency was, more often than not, to hyperlink words relevant to the landing page. Anchor text can also serve the purpose of directing the user to internal pages on the site, which can also help to rank the website higher in the search rankings.

The Power of Anchor Text



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Web design terminology

Web Server:

Web design terminology

Web Server:

A web server is a computer that has software installed and networking capabilities that allow it to host web sites and pages and make them available to internet users located elsewhere. There are a few different setups that can be used for a web server (A common variation of this setup is a LAMP stack, which stands for Linux, Apache, MySQL, and PHP, on a single server).

Single Server



<http://example.com/>

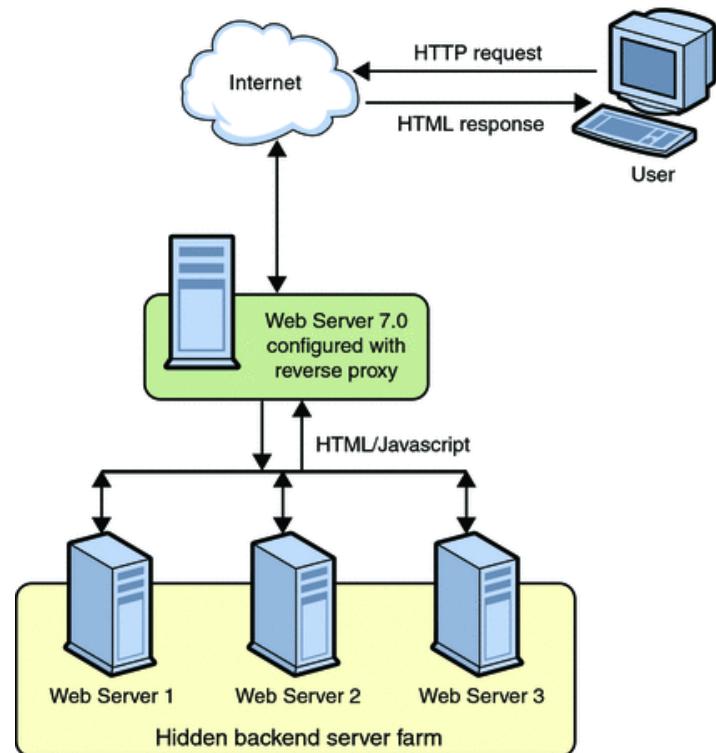
Web design terminology

Back End:

Web design terminology

Back End:

The back end of a website is the part hidden from view of regular website visitors. The back end generally includes the information structure, applications, and the CMS controlling content on the site.



Web design terminology

Bandwidth:

Web design terminology

Bandwidth:

It is generally referred to in term of bits-per-second (bps), kilobits per second (kbs), or other metric measurements. Lower bandwidth internet connections (such as dial-up) mean data loads slower than with high bandwidth connections (like cable or fiber).

Web design terminology

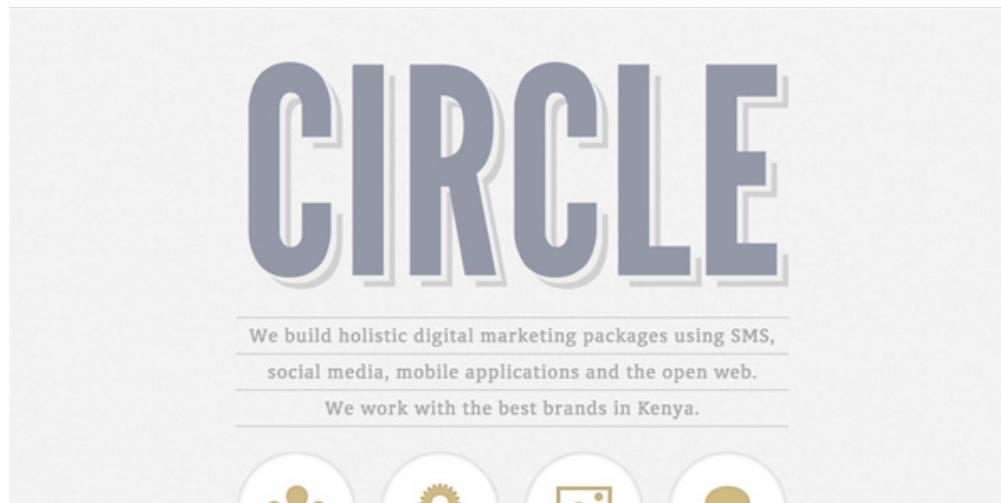
Fold - Below The Fold:

Web design terminology

Fold - Below The Fold:

The fold is a term carried over from newspaper design and pagination (where the fold referred to the physical fold in the paper). The fold in a website is the point on the webpage that rests at the bottom of someone's browser (in other words, to see anything below the fold, they would have to scroll down). There are varying opinions on how important the fold is in web.

"Below the fold" refers to the content that is generally going to be below the point first viewable to the average website visitor in their browser.



Source: <http://www.smashingmagazine.com/2009/05/21/web-design-industry-jargon-glossary-and-resources/>

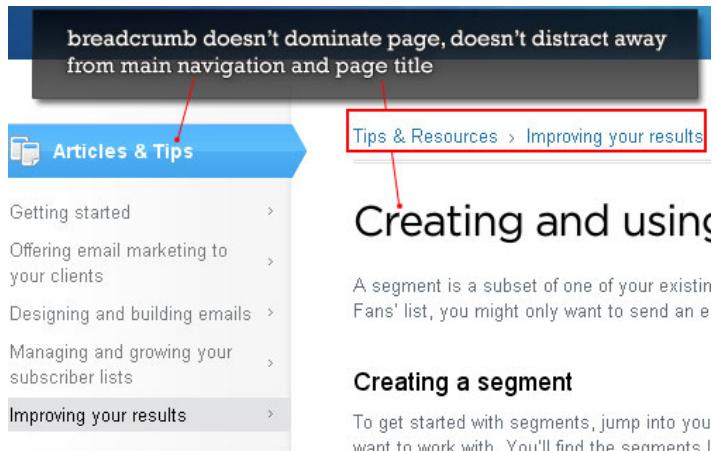
Web design terminology

Breadcrumb Trail:

Web design terminology

Breadcrumb :

Breadcrumbs are the bit of navigation elements that generally appear near the top of a give web page that show you the pages and sub-pages the appear before the page you're on. For examples, on a blog, the breadcrumbs might look something like: Home > Category > Year > Month > Post (or they might be a lot simpler than that). The breadcrumbs term comes from the fairy tale "Hansel and Gretel."



Source: <http://www.smashingmagazine.com/2009/05/21/web-design-industry-jargon-glossary-and-resources/>

Web design terminology

Browser:

Web design terminology

Browser:

Browser refers to the program a website visitor is using to view the web site.

Examples include Safari, Firefox, Google Chrome, Opera, and Internet Explorer.



Web design terminology

Cache/Caching:

Web design terminology

Cache/Caching:

Cached files are those that are saved or copied (downloaded) by a web browser so that the next time that user visits the site, the page loads faster.

Local storage:

With local storage, web applications can store data locally within the user's browser.

Before HTML5, application data had to be stored in cookies, included in every server request. Local storage is more secure, and large amounts of data can be stored locally, without affecting website performance.

Unlike cookies, the storage limit is far larger (at least 5MB) and information is never transferred to the server.

Web design terminology

Cascading Style Sheets:

Web design terminology

Cascading Style Sheets:

Also referred to simply as CSS, Cascading Style Sheets are used to define the look and feel of a web site outside of the actual HTML file(s) of the site. In recent years, CSS has replaced tables and other HTML-based methods for formatting and laying out websites. The benefits to using CSS are many, but some of the most important are the simplification of a site's HTML files (which can actually increase search engine rankings) and the ability to completely change the style of a site by changing just one file, without having to make changes to content.

```
<style type="text/css">
.polaroid {
    border: solid #e0e0e0;
    -webkit-border-image: url('polaroid.png') 5.9% 4.5% 20.8% 4% stretch;
    -moz-border-image: url('polaroid.png') 5.9% 4.5% 20.8% 4% stretch;
    border-image: url('polaroid.png') 5.9% 4.5% 20.8% 4% stretch;
}
</style>
```

Web design terminology

Client-Side And Server-Side

Web design terminology

Client-Side And Server-Side:

Client-side refers to scripts that are run in a viewer's browser, instead of on a web server (as in server-side scripts). Client-side scripts are generally faster to interact with, though they can take longer to load initially.

Server-side refers to scripts run on a web server, as opposed to in a user's browser. Server-side scripts often take a bit longer to run than a client-side script, as each page must reload when an action is taken.

Web design terminology

Deprecated:

Web design terminology

Deprecated:

Deprecated code is code that is no longer included in the language specifications.

Generally this happens because it is replaced with more accessible or efficient alternatives.

Web design terminology

Web 2.0:

Web design terminology

Web 2.0:

Web 2.0 is the term given to describe a second generation of the World Wide Web that is focused on the ability for people to collaborate and share information online.



Source: http://www.webopedia.com/TERM/W/Web_2_point_0.html

Web design terminology

Hexadecimal:

Web design terminology

Hexadecimal:

Also referred to as “hex” numbers, they are a base-16 (sixteen distinct symbols) numbering system used to define colors online. Hex numbers include the numerals 0-9 and letters A-F. Hexadecimal numbers are written in three sets of hex pairs. Because screen colors are RGB (Red, Green, Blue), the first pair defines the red hue, the second pair defines the green hue, and the third pair defines the blue.

000000	000033	000066	000099	0000CC	0000FF
003300	003333	003366	003399	0033CC	0033FF
006600	006633	006666	006699	0066CC	0066FF
009900	009933	009966	009999	0099CC	0099FF
00CC00	00CC33	00CC66	00CC99	00CCCC	00CCFF
00FF00	00FF33	00FF66	00FF99	00FFCC	00FFFF
330000	330033	330066	330099	3300CC	3300FF
333300	333333	333366	333399	3333CC	3333FF
336600	336633	336666	336699	3366CC	3366FF
339900	339933	339966	339999	3399CC	3399FF
33CC00	33CC33	33CC66	33CC99	33CCCC	33CCFF
33FF00	33FF33	33FF66	33FF99	33FFCC	33FFFF
660000	660033	660066	660099	6600CC	6600FF
663300	663333	663366	663399	6633CC	6633FF
666600	666633	666666	666699	6666CC	6666FF
669900	669933	669966	669999	6699CC	6699FF
66CC00	66CC33	66CC66	66CC99	66CCCC	66CCFF
66FF00	66FF33	66FF66	66FF99	66FFCC	66FFFFFF

Source: <http://www.smashingmagazine.com/2009/05/21/web-design-industry-jargon-glossary-and-resources/>

Web design terminology

HTML/HTML5:

Web design terminology

HTML/HTML5:

Stands for Hypertext Markup Language. It's the primary language used to write web pages. HTML is primarily intended as a way to provide content on websites (with CSS handling the layout and stylistic options), though it can also be used to determine how that content is displayed.

HTML5 is the fifth revision of the HTML standard. It was finalized, and published, on 28 October 2014 by the World Wide Web Consortium (W3C). Its core aims have been to improve the language with support for the latest multimedia while keeping it easily readable by humans and consistently understood by computers and devices (web browsers, parsers, etc.).

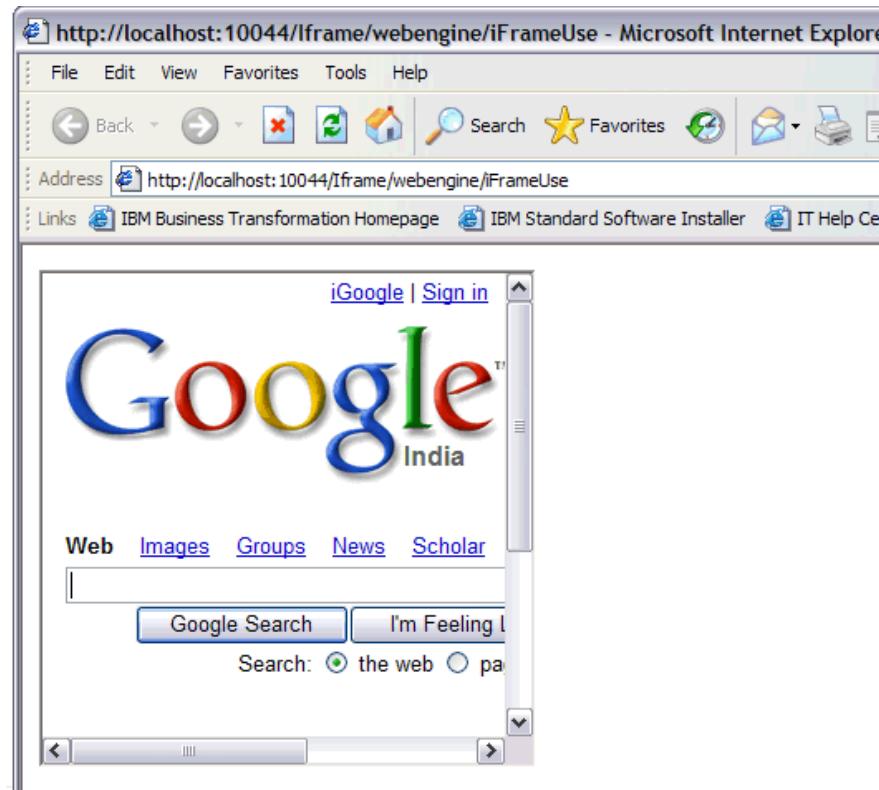
Web design terminology

Iframe:

Web design terminology

Iframe:

Short for Inline Frame. An iframe is used to display one or more web pages within another normal web page (one that isn't a frameset page).



Source: <http://www.smashingmagazine.com/2009/05/21/web-design-industry-jargon-glossary-and-resources/>

Web design terminology

Meta Data:

Web design terminology

Meta Data:

Meta data is the data contained in the header that offers information about the web page that a visitor is currently on. The information contained in the meta data isn't viewable on the web page (except in the source code). Meta data is contained within meta tags.

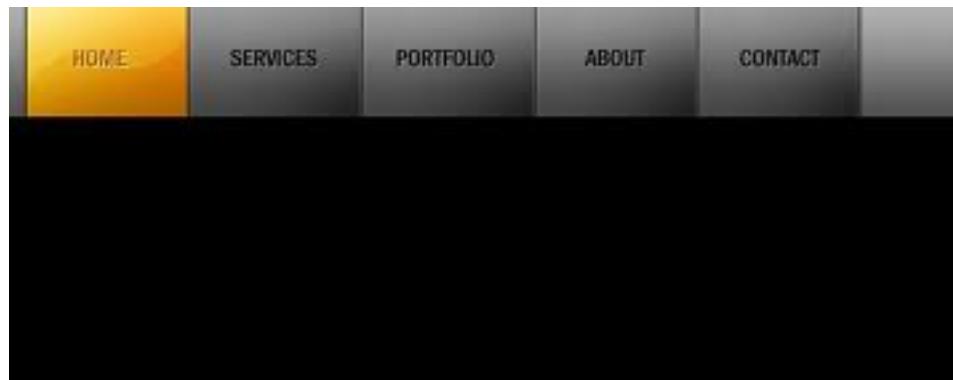
Web design terminology

Navigation:

Web design terminology

Navigation:

Navigation refers to the system that allows visitors to a website to move around that site. Navigation is most often thought of in terms of menus, but links within pages, breadcrumbs, related links, pagination, and any other links that allow a visitor to move from one page to another are included in navigation.



Source: <http://www.smashingmagazine.com/2009/05/21/web-design-industry-jargon-glossary-and-resources/>

Web design terminology

Nesting:

Web design terminology

Nesting:

Nesting refers to putting one HTML element within another element. When this is done, the elements have to be closed in the reverse order from how they were opened.



Source: <http://www.smashingmagazine.com/2009/05/21/web-design-industry-jargon-glossary-and-resources/>

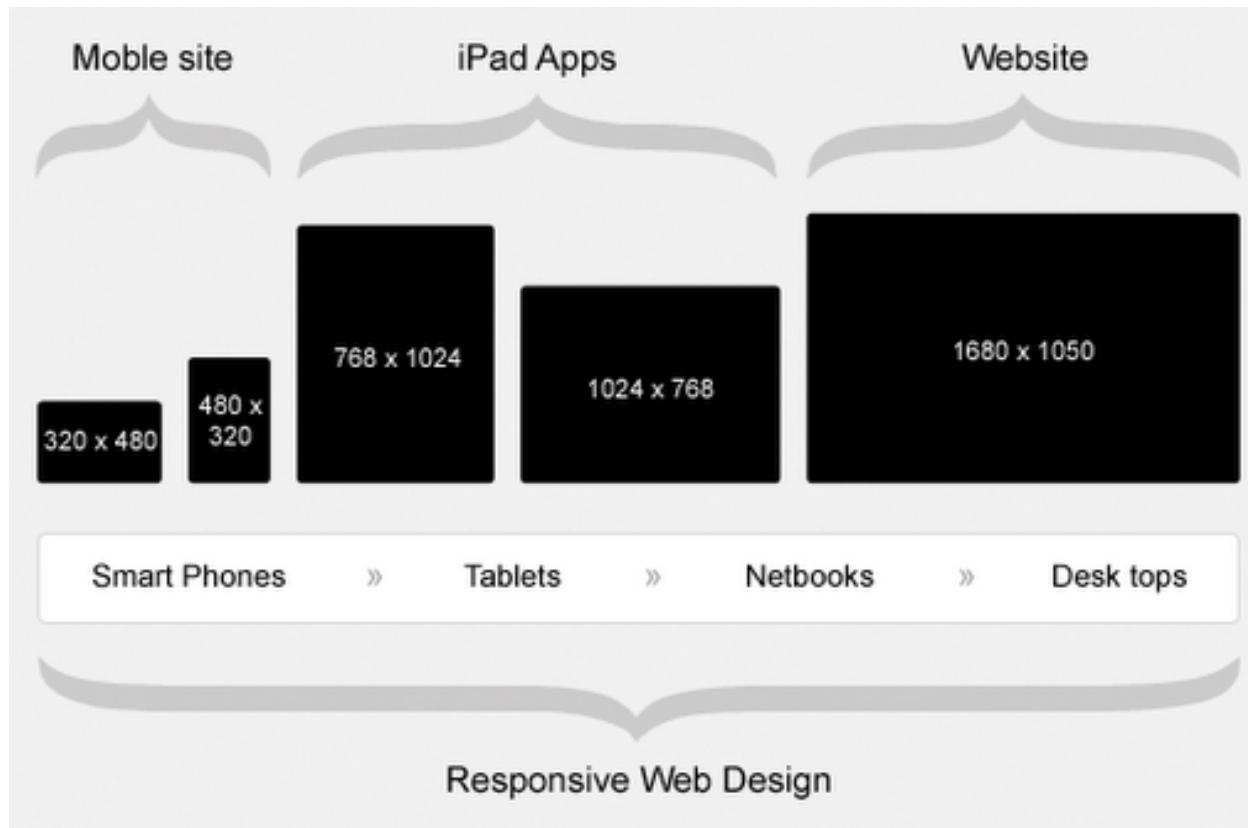
Web design terminology

Resolution:

Web design terminology

Resolution:

Screen resolution identifies how many pixels your personal computer monitor will screen, both vertically and horizontally.



Source: <http://missinglinkdesigns.com/web-site-resolutions/>

See also: <https://www.smashingmagazine.com/2013/03/responsive-web-design-with-physical-units/>

Web design terminology

URL:

Web design terminology

URL:

Stands for **Uniform Resource Locator**. A site's URL is its address, the item that specifies where on the Internet it can be found.

Web design terminology

Usability:

Web design terminology

Usability:

Usability refers to how easy it is for a visitor to your site to use your site in its intended manner. In other words, are navigation, content, images, and any interactive elements easy to use, functioning the way they were intended, and that your intended target visitor will not need any special training in order to use your site.



Source: <http://www.smashingmagazine.com/2009/05/21/web-design-industry-jargon-glossary-and-resources/>

Web designer's skill set

CyberCoders: Senior Web Designer

Desired qualifications:

- User Experience
- User Interface
- HTML
- CSS
- JavaScript
- In-depth knowledge of the capabilities of all modern browsers
- Expert with CSS preprocessors (Sass), frameworks, and development/debugging tools
- Some familiarity with Angular.js and d3 graphs a plus
- Design sensibility, portfolio of UI work a must

KP: Web & Mobile Designer :

Desired qualifications:

- several years of experience designing websites and mobile applications
- experience with UX and responsive design
- the ability to collaborate closely with the development team implementing your designs
- at least some knowledge of HTML, CSS, and JavaScript for rapid prototyping
- a degree in Graphic Design, Interaction Design or a related field
- a varied portfolio of previous work that speaks for itself.

IBM: Web Designer

Desired qualifications:

- Create wireframes, mockups and working HTML/CSS prototypes for responsive web & mobile applications.
- Work with and extend existing interface designs and patterns.
- Conceptualize and design user interface solutions for responsive web and mobile applications in collaboration with senior designers.
- Create and maintain the Spark Technology Center publicly facing web site.

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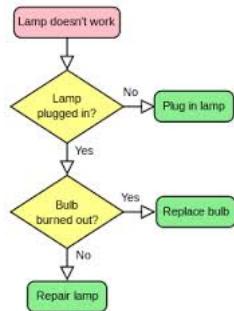
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PROTOTYPING

CREATIVE
BRIEF



Flowchart



paper sketch
Low fidelity



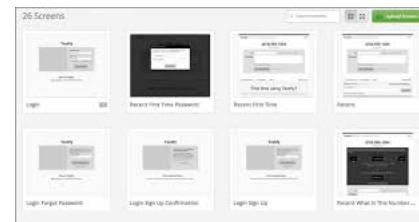
static mockup
High fidelity



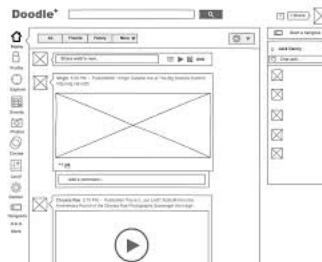
DESIGN
IMPLEMENTATION



Functional fidelity



Wireframe
Medium fidelity



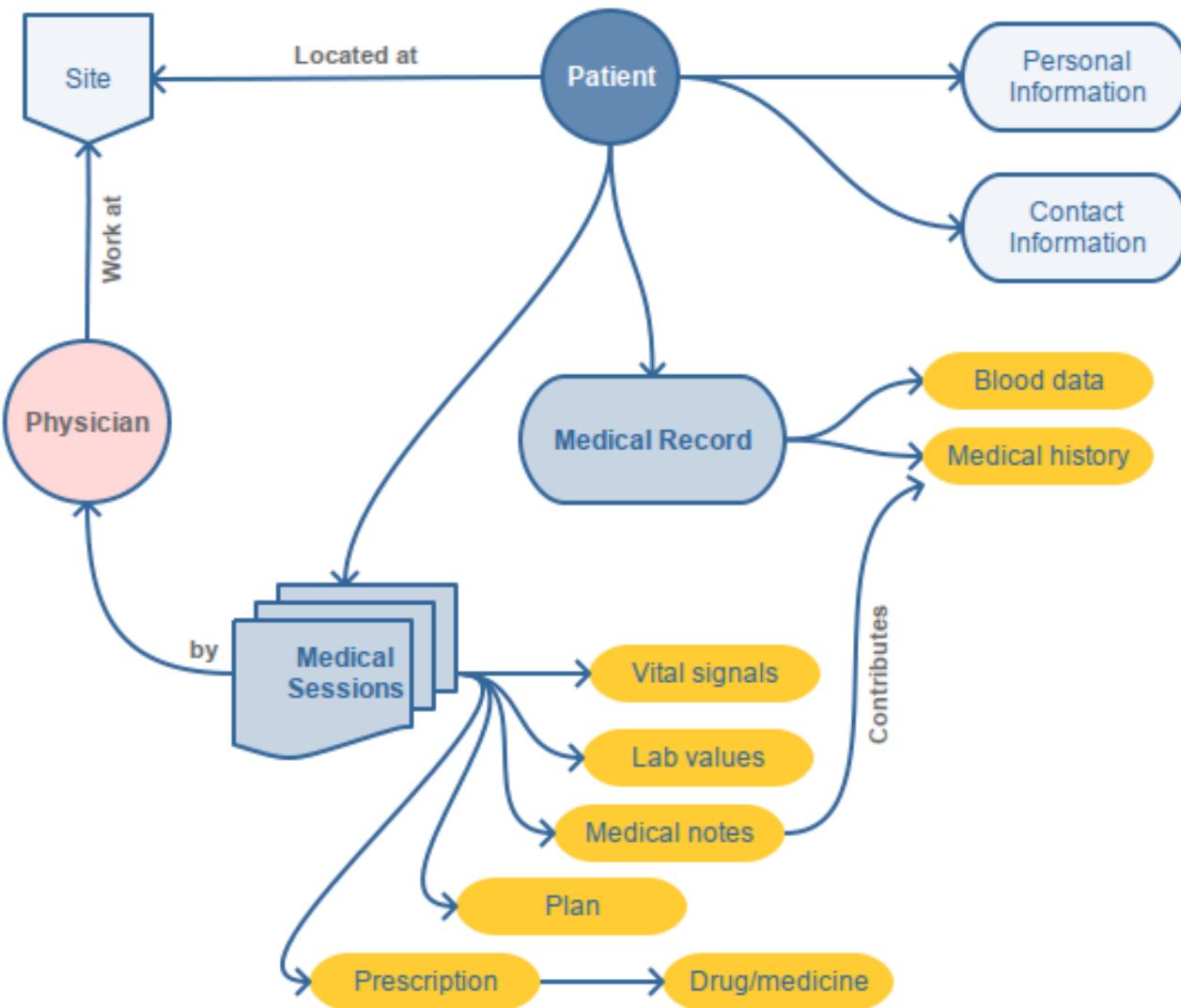
PROTOTYPING SOFTWARE



PENCIL PROJECT

= Free and Open Source

FLOWCHART



WIREFRAME

/Users/Jennacurry/Google Drive/BUX/Little Wing Marketing/APE Wireframe.ep – Pencil

Collections My Stuffs APE Home TEST + New Page...

Common Shapes Collection of general shapes

- Plain Text
- Rich Text
- Rectangle
- Gradient Rectangle
- Oval
- Bitmap Image
- Straight line
- Triangle
- Free Line
- Balloon
- Bullet

Basic Web Elements Collection of basic items that are regularly u...

- Pane
- HTML Texts
- Hyperlink
- Heading 1
- Heading 2
- Heading 3
- Heading 4
- Heading 5
- Bread Crumb

84 x 50

Hyperlink Hyperlink Hyperlink Hyperlink

CONTRACTORS

154 x 136

154 x 136

154 x 136

154 x 136

Clearing Grubbing Grinding Hauling

Why Use A.P.E?

text

Play

Value Proposition

See for yourself!

Before After

Safety

Checkbox

Checkbox

Before After

HIGH FIDELITY MOCK-UP

MEDICAL SESSION CHART ANALYSIS MEDICAL HISTORY OPEN PRACTICE 2.0

JOHN PETERSON / MR
Male / Age 34 (1978)
P 2043980933

Medical note:
Lacusque mutastis caeca addidit postquam convexi dicere locavit, pontus aetas undae aera aer aquae cum. Lacusque mutastis caeca addidit postquam convexi dicere locavit

Administrative information:
Et instabilis caecoque pondus egens rerum cetera verba ille proxima montibus mortales distinxit ignotas mundo.

SESSION: March 24th, 2012 09:30 AM

Subjective:
Formaeque animalia iners, terrenae peregrinum membra locavit erant faecis mentisque animalia quisquis distinxit pluvialibus summaque.

Objective:
Weight: 55 kg Height: 167 cm
Blood pressure: 90 / 60 mm/Hg
Pulse: 70 bpm Temp.: 38.5 C

Assessment:
Fert grandia, fontes moderantum duea cum campoque rapidisque flamma instabilis cinxit aere septemque surgere vix ventos dispositam.
(Physician: James R.)

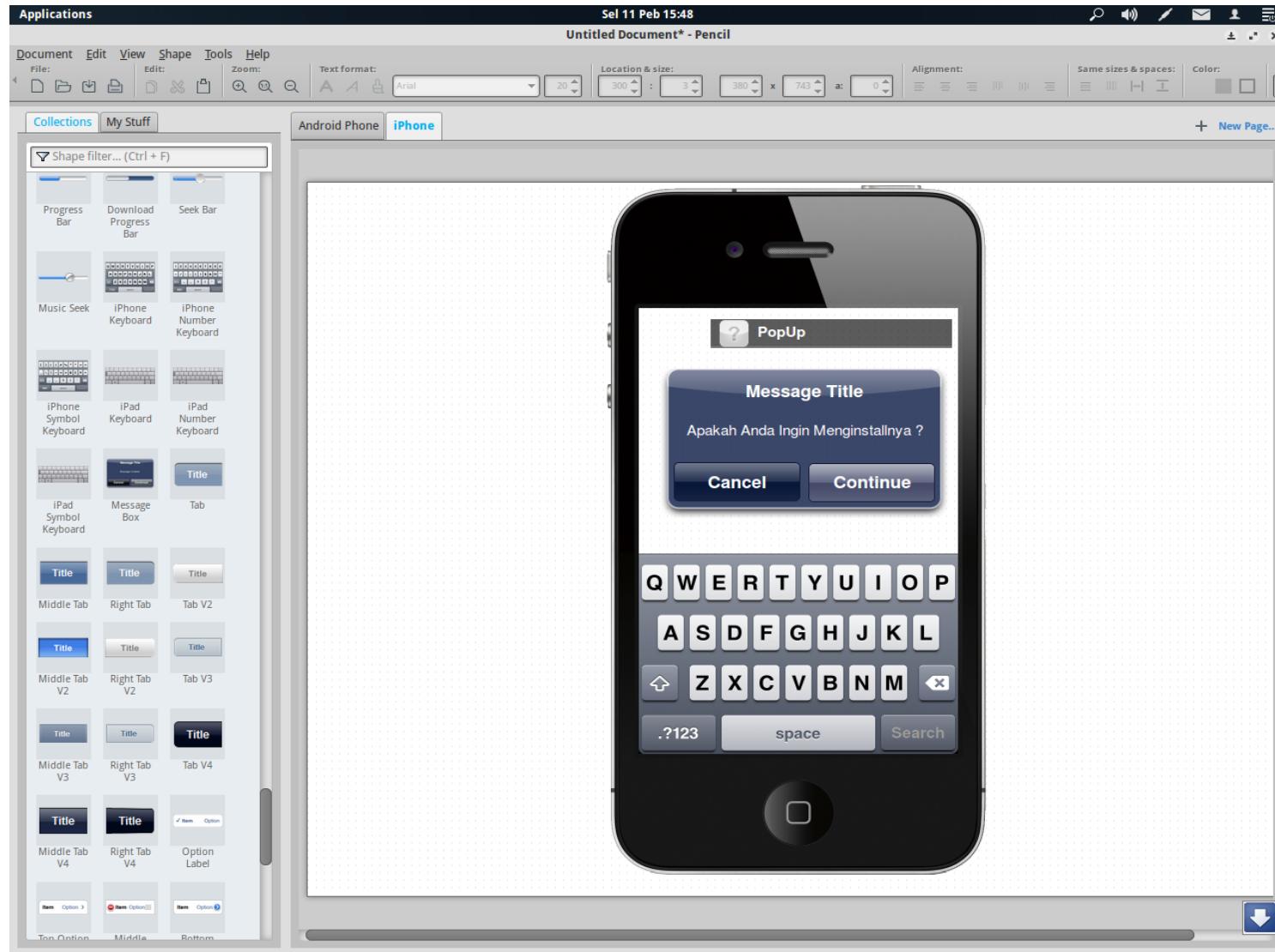
Plan:
Librata sive, grandia habendum piscibus.

PARACETAMOL 500mg
CEFALEXIN

Request... Print

2:30

HIGH FIDELITY MOCK-UP

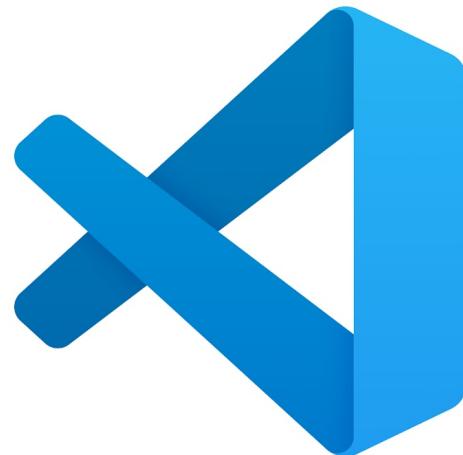


WEB DEVELOPMENT CODE EDITORS

WEB DEVELOPMENT CODE EDITORS



Sublime



VS Code

RESPONSIVE HTML5 FRONT-END FRAMEWORKS

HTML5 FRONT-END FRAMEWORKS



Zurb Foundation 5

