1. conventions/genres/platforms
   1. Conventions are a way that something is usually done. Communicating through familiar formats, ideas, ways of doing business or anything members of a culture share artifacts within the same genre. A genre refers to the representational artifacts that are shared with similar conventions and platforms. Platforms are a declared medium such as hardware and software that supports multiple media artifacts.
   2. Opening the door is a nice common convention in Texas but in other places of the world it’s not really practiced so if you go anywhere outside of Texas and you experience this, you will think people are rude because they don’t share the same conventions as Texans. A genre of any subject such as a type of photography can fall into a genre of photography such as the cubism style that was popular in Spain and has be categorized as a type of genre. A platform could be a popular set of paints canvas that are best for this genre. This platform is a hardware type but the main goal is that it standardizes formats and conventions.
2. Hypertext
   1. An electronic text that when clicked on, can redirect you to another link or hyper link.
   2. When you google search something and the results appear, you can click on the text of what you searched for and it will have a hyperlink in the background and send you to that website.
3. Constraints
   1. Limitation of any kind in design.
   2. A project design can be constrained to the nature of the project. Example a mobile app is limited to a small screen and the OS it is running. Such things can also affect it are money, time, resources, etc.
4. Immersion
   1. The activity of bringing someone to into whatever world you are trying to bring them in by having them interact.
   2. VR is a good example. You can strap on a pair of VR goggles and headphones and the software can take you to another world. The vision you see tricks your mind into thinking you’re in this new environment hence, immersion you in.