FROM: “**Kidong Kim” hyo05065@gmail.com**

TO: “Prof Villegas” [ProfessorVillegas@gmail.com](mailto:ProfessorVillegas@gmail.com)

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RE: CIS 234 – Text A ~ WEB DESIGN Book

Chapter 1 ~ THE ENVIRONMENT & THE TOOLS (p. 34)

Description: festline

**INSTRUCTIONS: Write a brief answer to each question below**

**ENTER your Answers. Review chapter for accuracy**

**1. Describe the relationship beween the Internet and the World Wide Web**

**2. Describe the difference between a search engine and a search directory**

**3. Define the following terms**

**CATV lines**

**Fixed wireless**

**Mobile wireless**

**Dedicated lines**

**Dial-up Internet access**

**4. List and explain SEO techniques and tools**

**5. Describe briefly the following tools for creating websites and webpages**

**HTML**

**XHTML**

**Text and HTML editors**

**WYSIWYG editors**

**Web templates**

**Content management systems (CMS)**

**6. Identify the primary responsibilities associated with each of the following web design roles:**

**Content writer/editor**

**Artist/graphic designer**

**Web designer**

**Web programmer/database developer**

**Web administrator**

**7. Define the following terms**

**Internet Relay Chat (IRD)**

**Instant messaging (IM)**

**Blog**

**Wiki**

**Collaborative workspace**

**8. Define the following terms**

**Uniform Resource Locator (URL)**

**IP address**

**Domain Name System (DNS)**

**Top-level domain (TLD)**

**Hypertext Transfer Protocol (HTTP)**

1. **World Wide Web (web) is a part of the Internet that consists of connected computers called web servers that store electronic documents called webpages.**
2. **search engine is a web-based search tool that locates a webpage using a word or phrase found in the page but search directory builds its webpage index using human interaction.**
3. **CATV lines : enable home or business users to connect to the Internet over the same coaxial cable that delivers television transmissions / fixed wireless : Internet connectivity service that uses satellite technology / mobile wireless : include radio signals, WiFi technologies, cellular telephones, and wireless providers’ broadband networks / dedicated lines : a constant connection between two communications devices that uses the local telephone network / dial-up lines : a temporary connection that uses analog telephone lines.**
4. **SEO is the process of designing a webpage to increase the likelihood that the webpage will appear high in a search engine’s search results list, and increase the likelihood of the webpage being visited. meta tags, descriptive page titles, relevant inbound links from other websites, and clearly written text are used as a tool**
5. **HTML : a markup language used to create webpages / XHTML : combines the features of both HTML and XML / text editor : software used to create plain (ASCII) text files. / HTML editor : a text editor enhanced with special features that easily insert HTML tags and their attributes / WYSIWYG : stands for “what you see is what you get.”, eliminates the need to learn a markup language / Web Template : a predesigned model webpage that you can customize for fast website or webpage creation or updating / CMS : is a software system that provides authoring and administrative tools that enable the management of web content development, including authoring, reviewing, editing, and publishing.**
6. **Content writer/editor : highly creative applicant with demonstrated print and Internet writing experience, including SEO and social media. \ website designer : communicate effectively, have a thorough knowledge of webpage design technologies, be familiar with RWD and other techniques for designing for multiple devices, have graphic design talent, and possess some programming skills. \ artist/graphic designer : experience with high-end illustration and image-editing software, such as Adobe Creative Suite, as well as specialty hardware, such as scanners and digital cameras. \ web programmer : highly skilled in scripting languages \ database developer : the technical skills to plan, create, secure, and maintain databases of varying complexity \ web administrator : familiarity with databases, markup and scripting languages, content development, creative design, marketing, and hardware.**
7. **IRC : communication technologies that provide a venue, such as a chat room or discussion forum / IM : individuals can exchange one-to-one messages in real time using a chat window that is only visible to those participating in the chat / blog : is an online journal or diary / wiki : a group of related webpages to which users add, edit, or delete content by using a web browser / collaborative workspace : websites that allow users to communicate with each other using text, audio, video, whiteboard, and shared files without leaving their own desks.**
8. **URL : the webpage's unique text address / IP address : the numeric address for a computer connected to the Internet / domain name : the text version of a computer’s numeric IP address / top-level domain : indicates the type of organization or general domain / HTTP : the communications standard for transmitting webpages over the Internet.**

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