Salesforce Object Types:
- Standard (included with Salesforce)
- Custom (you made these specifically for your org!)
- External -
- Platform events -
- BigObjects -

An object is a container for your information, but can have functionality as well. (ex: an object of a certain type can be programmed to automatically display to the page in a specific layout)

Object Field Types:
- Identity* - 15 character, case-sensitive auto-generated. (ID)
- System* - info about the record (entered data) from the salesforce system (ie: created by, last edited, etc)
- Name* - a unique name to distinguish each field.
- Custom - Fields you create, whether they be on custom or standard objects

*standard (exists on every object)

Common Field Data Types:
- Checkbox - boolean style, yes or no, true or false
- Date or DateTime - as name states
- Formula - special field type's value is auto calculated based off a written formula.

Best Practices when creating and customizing:
- Be thoughtful about names - make them descriptive and unique. Remember that others in your org will need to use this information.
- Help out your users - Include descriptions and help text to make everything as clear as possible.
- Require fields when necessary - Make important fields required to avoid incomplete data.

Object Relationships:
Object relationships are a special field type that connects two objects together.

Main types of obj relationships:
- Lookup Relationships - essentially links to objects together so that you can 'look up' one from the related items on another. Can be one-to-one or one-to-many.
- Master-Detail Relationship - one obj is the master, the other a detail. Master controls certain behaviors of the detail obj.(think permissions). A good example would be where a cascading delete would need to occur. NOTE: The relationship field will always be created on the Detail object.
- Hierarchical Relationship - special type of lookup rel. Only available on the User object. Use for things like creating mgmt chains.

Schema Builder:

Like tools such as Lucidchar, Schema Builder is a visual representation, or diagram, of your data and the relationships between objects. Additionally, you can edit your data model directly from the SB tool! (thanks to the abstraction of the platform)

Having a visual aid can help explain how data flows through the system to coworkers and stakeholders.

Left-hand side menu has two tabs: Objects and Elements. Objects is a list of objects created in your org/project. Elements is a list of available 'puzzle pieces' or prefabs for you to choose from to quickly create with. Drag one onto the canvas and a popup will appear for you to customize the element.