

WEB DESIGN BASICS



For students interested in a future
with web design

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Introduction to Graphic Design

Terms from the book:

Graphic Design School, Seventh Edition,
by David Dabner, Sandra Stewart, Abbie Vickress

Images from:

<https://pixabay.com/>

or

<https://www.pexels.com/>

or

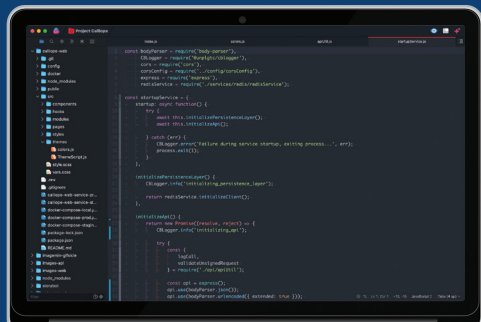
<https://unsplash.com/>



Content Management System (CMS)

The structured framework of a
dynamically driven website.

HTML5



The fifth version of the HTML standard markup language used for structuring and presenting content on the Internet.

User Interface (UI)



The space where humans
interact with machines. It
is a part of the larger user
experience (UX) of a website or
application.



User Experience (UX)

The experience a user
has with a website.



MENU

- Java
- Python
- HTML
- C++
- JavaScript

Drop-Down Menu

A navigational element that is revealed when a visitor clicks a main navigational link to reveal related links (subsections) that are displayed below.

Fly-Out Menu

Java
Python
C++

MENU

Back End
Languages

Front End
Languages

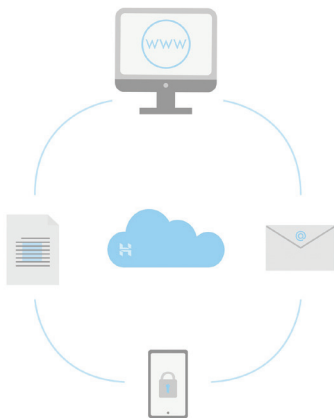
A navigational element that is revealed by extending out to the side of a main navigational element.

Domain Name



The web address for a website.
It is renewed annually by the site
owner for a nominal fee.

Web Hosting



A designated online storage space for hosting a website and related email accounts.

Metrics



The strategy for measuring the success-or failure-of a project's goals.

Critical Pathways



Defining the desired route of a website's audience, as it relates to taking an action (purchasing, contacting, registering, etc.).

Tool Tips

Definition can
be found on the
following page



A message that displays when a user hovers with a mouse over a linked element.



Tag Cloud

Find information on “tag cloud” at:

“Utilizing Search Bars to increase effectiveness”

“Command F vs. Tag Clouds”

“User Experience in relation to Tag Clouds”

A keyword-based navigation element on a website, where keywords can be selected in order to refine search criteria to display similarly themed posts.