

sidebar layout	Narrow vertical areas adjacent to the main content on a webpage.
visual hierarchy	A logical order to information by order of importance.
Cascading Style Sheets (CSS)	Defines the style of tagged elements, such as size, color, position, margins, borders, and many other attributes.
mobile-first approach	Designing for mobile environments by designing for the smallest screens first, and then moving to larger screen sizes.
call to action	A statement designed to provoke an immediate response from the person reading or hearing it.
shade	A mixture of a color with black.
Web Standards Project	The Web Standards Project consisted of a group of web developers dedicated to promoting the use of web standards recommended by the World Wide Web Consortium (W3C).
F-pattern	A common reading pattern in which the reader scans through information in a horizontal direction starting at the top of a webpage. When the reader finds a clue, the eye will then scan from left to right.
macro negative space	The space between larger elements in a layout.
World Wide Web Consortium (W3C)	The main international standards organization for the World Wide Web.
Tim Berners-Lee	An engineer and computer scientist, best known as the inventor of the World Wide Web.
content strategy	The planning, creation, and management of content.
leading	The negative space between two lines of text. Otherwise known as line-height.
positive space	Refers to the areas of interest on a webpage, including shapes and images.
typeface	A typeface consists of a family of fonts, such as Arial or Times New Roman.
monochrome color scheme	A color scheme that features one base color of different hues, tints, shades, and saturations.

HTTP (HyperText Transfer Protocol)	The protocol used to transfer data over the web.
accessibility	The practice of designing for users with disabilities, such as those with visual or auditory impairments.
readability	The ease with which a visitor can read content on a webpage.
domain name	The name of the website and the address where visitors can access it.
card sort method	The process of organizing a website by writing content and headings on index cards and arranging them by subject to model how content will be organized on the site.
responsiveness	The ability to accommodate multiple screen sizes and accessibility technologies.
User Interface (UI) Design	How the interactive parts of a website work and flow for visitors.
responsive web design	An approach to design that makes web page elements resize and rearrange themselves according to different window or screen sizes.
hue	A gradation or variety of a color.
micro negative space	The area between smaller elements on a webpage, such as lines, letters, and words.
complementary color scheme	A color scheme that features two colors that are opposite each other on the color wheel.
analogous color scheme	A color scheme that uses three colors that are next to each other on the color wheel.
tint	A mixture of a color with white.
font	A member of a typeface and usually refers to the weight or style of a particular typeface.
Internet	A global collection of networks linked by a common protocol (set of rules for exchanging information). It is a network of networks.
alignment	The positioning of elements on the same vertical, horizontal, or diagonal line.
information architecture (IA)	The art of categorizing, organizing, structuring, and labeling content to make it easy for a user to find the information they're

	looking for.
negative space	Refers to the empty areas between different elements on a webpage.
Z-pattern	A common reading pattern in which the reader scans down a webpage in a zig-zag pattern.
World Wide Web	The World Wide Web, or the Web, is one way to access and share information on the Internet. The Web consists of pages that can be accessed using a Web browser.
saturation	The intensity of a color.
usability	A visitor's ability to arrive on a website, use it with ease from the beginning, and complete his or her desired objective.
Typography	The art of arranging letters and text in a way that is both legible and visually appealing to the reader.
File Transfer Protocol (FTP)	Software that transfers website files to a server.
User Experience (UX)	How a visitor feels when interacting with a website. UX designers evaluate the elements that comprise a website's interface, including the layout, text, and visual design.