

What factors affect
website look or feel?

What's the purpose of
the planning stage?

What are the three
phases of a web project?

What does SOW stand
for?

Sitemap

Wireframe

Usability Diagrams

5-7 Rule

Radio Buttons v.
Checkbox

The Baseline Grid

- What is a baseline grid? Pg.102
- Baseline grids create a smoothly rhythm in the typography within a design
- How to do it?

The Gestalt Principles of Perception

- Similarity
- Proximity
- Closure
- Continuance

What are media queries?

Responsive vs. Adaptive

- Differences
- When is it more common to use adaptive over responsive design?

What does Above the Fold mean?

Conventions

- Page header
- Persistent navigation
- Content area and sidebars
- Footer navigation
- Background treatment

What is SEO?

What is the optimal line length for ideal legibility?

@Font-face Type

Legibility

- Truly legible type makes it possible for the reader to perceive only content and not be distracted by formatting or decoration

Readability

- Some factors that affect readability are:
 - Font size, Font usage, Composition, Color usage, Abstraction, or anything that helps type or more specifically the message stand apart

Purpose

- Organize tabular data
- Made up of Rows and Columns (think Excel)
 - Which in turn create Cells

What's the difference
between "rowspan" and
"colspan"?
