

Web Jargon

Understand the Vocabulary of Web Design

When you're working with a Web designer/ Developer, often you may hear them use certain words or phrases that may be unfamiliar to you. Here are a few common words a web designer/developer might use in a conversation with a client.

Coding Languages

html document - hypertext markup language

The main coding language that your designer uses to build a web page and give it the structure you see on the screen. Creation of a web page is not the same as creation of a text page in Microsoft Word or Adobe InDesign. There is a lot of hidden code required that a designer creates to make files appear on the internet and meet web standards. The html code is found within the document and should never be removed or the file will become corrupt. Example: index.html



css (cascading style sheets)

A coding language used for styling pages with html. For instance, it makes the background black or the text yellow. You cannot view an actual css file visually, it is always included with html code. Example: styles.css



hex code (hexadecimal code)

A six character code that is used to describe the colour that you see on the screen. There are 256 colours that are common to both Mac and PC computers and this code is a standard for both

platforms. Hex code colour can be used on text or backgrounds. Programs like Photoshop or some websites will let you check what a hex code is for a corporate colour by entering known red, green and blue values. Note: hex code is not a language, it is part of html and css. Example: #ff0000 is the colour red.

javascript/jquery

A coding language used by designer/ developers to build a website. It is used for certain types of animations that you see on your screen such as menus that change colour or image galleries. JQuery and Javascript are similar and are often used together on a single web page with html. They are considered a client-side language because they interact with just your computer and don't send data to a database. You cannot view an actual Javascript file in the browser that is why it is included with html code. Example: actions.js



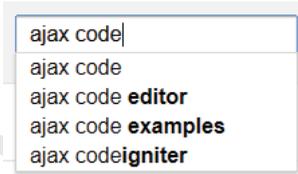
php

A coding language used by developers to connect a web page to a database. The language is used to connect a form or a login page to a database, which then identifies the client and submits back information to you or enters information into the database. It is known as a server-side language, because it acts with the server and database. You can view an actual php file visually, only when it contains some html for structure. Example: transfer_data.php



AJAX (Asynchronous javascript and xml)

A collection of coding languages that work together to create a fast and dynamic transfer or retrieval of data. An example of AJAX can be seen in the Google menu. As words are entered into a database, it quickly checks and updates to gather the right selection for you.



rss/xml/json

Similar coding languages used to present dynamic updates from a database or even store small amounts of data. They are not secure like a MySQL database and the larger they become the more they are difficult to edit. RSS is commonly seen as a news feed, XML is used to display non-personal data like products in a menu. JSON might be used to display Twitter feeds on your website.



cgi (common gate way interface)

It is a type of program or script that is used with forms: when data is entered and submitted, text sent to a company's email, or feedback comments added to a web page. It is not the same as a database though it has similar functionality and can be used for simple website tasks.



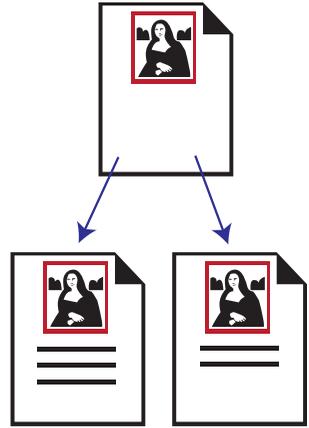
server-side/client-side

A term used to describe types of coding languages. All coding action between servers and client's computer are server-side. All coding action on the client's computer is client-side.

Web Page Items

Templated page

A web page that creates a common structure for all web pages on the site. For example, all web pages might have the same colourful banner across the top of the page. All pages get this banner from one templated page.



wcms (Web Content Management System)

A system in which some of the design is already pre-coded(templated) and the client only has to update things such as images or text and does not have to worry about background coding. Example of this type of site are: Drupal, WordPress, Joomla



Form

An online group of text fields and check boxes that can be filled out on a web page. Data is entered into each field or options are checked off and then a submit button is pressed. The information that is entered is then submitted to a database or file on the server. Then a result or confirmation is returned to the client.

Web Connections

URL/domain name

Uniform resource locator or URL is the address for your site, it might also be called a domain name. When typed correctly into a browser's search bar it will take you to the page that was entered. Example: <http://www.mysite.com/home.html>. The domain name is [mysite.com](http://www.mysite.com) and would be purchased from a hosting company for a price. You cannot have a website on the internet without a domain name.

Browser



A software application for retrieval, presentation, and search of information resources on the World Wide Web. The window in which the website is viewed in. There are several varieties available: Firefox, Google Chrome, Internet Explorer, Opera, and Safari. Each may display your website slightly differently due to their own programming. That is why your website should always be checked on several browsers for compatibility.

FTP upload/download



File transfer protocol. A digital gateway to transfer files quickly to another computer. To upload is to send to the server or another computer, to download is to get from the server or another computer.

host/server(dedicated or shared)

A web host company will store or host your website for a price. If your website is small it may be placed on a server(storage place) with other small websites. This is known as a shared server. However, if your website is large with hundreds of pages it maybe placed on a more expensive dedicated server which is just for your company. Not all designers host websites, some work with hosting companies and upload the files to them.

MySQL database

A type of database on the server that is used to store, for example, client information. Clients may access it through a form on a web page, and enter, edit or delete personal information from the form. The database may be programed to recognize a client's name when they login or access a list of products they purchased on a certain day.



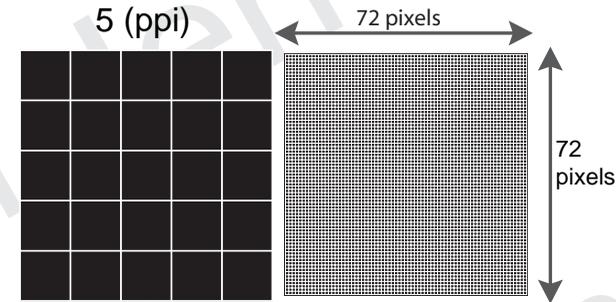
Graphics/Media

Resolution/image size



Gives the photo its image quality. The higher the resolution the better the quality, but the larger the file size. Resolution is measured in dots per inch (dpi) or pixels per inch (ppi). High resolution images (300dpi) are slow to

download and best for print documents. Low resolution images (72dpi) download quickly and are best for the web and emails. Image size- is the measurement of the width and the height of the image measured in pixels. Example: A 500 pixel by 500 pixel image at 72dpi is 7 in² at 300dpi it is 1.67in².



Animate Animation (Formerly Flash Animation)



A type of animation created using Adobe Animate software. The files are small and ideal for viewing animated procedures. However, they're not ideal for an entire website because not all browsers for tablets or computers support all Animate scripts. Example: [myanimation.swf](#). The web friendly alternative is to convert these files to a video format afterwards using Adobe Media Encoder or Premiere Pro.



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Definitions of words used in Web Design and Development

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