

Business Web Page Design and Advanced Business Web Page Design Vocabulary (Priority Listing)

This vocabulary list is provided as a guide to words that should be discussed and understood. There are numerous terms associated with the use of the Internet and design of web pages which cannot all be covered here. Refer to the Internet and other published materials for more information.

PRIORITY 1	Standard	Most important: should be discussed with course content and known by students
.exe	2	A file extension that indicates that the file is a program file.
.com	1	A type of Internet domain assigned to URLs which are business or commercial entities.
.gif	2	A file extension for images, usually line and clip art.
.jpg (.jpeg)	2	A file extension for images, usually photographs.
.txt	2	A file extension for text only files.
.zip	2	A file extension for (zip) compressed file.
address	1	e-mail address, Internet address, and web address. A code or series of letters, numbers and/or symbols. Each address is unique.
alt tag	5	An HTML tag that allows you to specify text to display. This text appears when you put your mouse over an image and leave it there. It is not necessary for web designers to put any text there, but if they include terms specific to the Web site, some of the search engines may list the site higher in their results. This text is useful for the visually impaired.
anchor	3	In HTML, anchors mark the start and end of hypertext links.
annie /orphan annie	4	A web page that has not been updated for a long time. From the term "Orphan Annie" meaning the web page is a poor forgotten orphan.
applet	2	A mini-program that can be downloaded quickly and used by any computer equipped with a Java or ActiveX capable browser. Applets carry their own software players.
Application	4	A program that performs a function directly for a user; FTP, e-mail, and telnet clients, are examples of network applications.
archive	4	As a noun, archive is the place on an Internet host where files are stored. It is also a file that contains a number of compressed files. As a verb, archive means to compress a number of files into one file for storage and transmittal.
ASP	2	Application server provider. A specialized form of ISP that allows a company to have a software application hosted for a rental fee. An ASP is a company that provides applications or services that are distributed through a network to many customers. This is a computing services niche made possible by the overwhelming need for high-speed communications and updated technology. An ASP is a new breed of company that provides IT services for companies that need to reduce expenditures and alleviate the confusion that new technology often brings. These third-party entities manage and distribute software-based services and solutions to customers across a wide area network (WAN) from a central data center. Similar in structure to an Internet Business Service (IBS), ASPs are different in that they focus on ways for companies to outsource any or all aspects of their information technology needs.
AUP	1	Acceptable Use Policy
authentication	2	A security measure for checking a user's identity. Some web sites require a

		users identity to be authenticated before they can enter. This is usually done with a password and/or username that are established prior to the user arriving at the site.
bandwidth	1	The range of transmission frequencies that a network can use. The greater the bandwidth, the greater the amount of information that can travel on the network at one time. On the less technical side bandwidth is used to measure the amount of time it takes for a web page to fully load.
banner	5	An image that appears at the top of every page on a Web site. It is also called a title graphic or a page header. (Ad banner is different.)
bitmap	5	Any picture you see on a web page is a bitmap. Bitmaps come in many file formats such as GIF, JPEG, TIFF, BMP, PICT, PCX, and DIB (device independent bitmap, which allows the image to be. As its name suggests, a bitmap is a map of dots or "pixels".
blog	1	A Web site (or section of a Web site) where users can post a chronological, up-to-date e-journal entry of their thoughts. This communication_tool can be very individualistic or perform a crucial function for an organization or company.
body	3 and 4	HTML: the section of a web page which contains all the text and graphics you see in a browser window.
broken link / broken graphic	2	A link or hyperlink which no longer works when a web page loads, or when it is "clicked on" or does not take the user to the destination it was supposed too.
browser	2	Software used to view information on the worldwide web.
button	6	A graphic that a user can "click on" to do something, like download a program or go to another web page.
byte	2	The basic unit of measurement for computer storage.
cache	2	Caches come in many types, but they all work the same way: they store information where you can get to it fast. A web browser cache stores the HTMLweb page's code as well as any graphics, and multimedia elements embedded in it, that way, when you go back to the web page, everything doesn't have to be downloaded all over again. Since hard disk access is much faster than Internet access, this speeds things up. Hard disk access however is slower than RAM, which is why there is disk caching, which stores information you might need from your hard disk.
case sensitive	2	When it matters if letters are typed in uppercase or lowercase. Some computer programs and network services are case sensitive.
CGI	4	Common Gateway Interface A type of script for running programs on a server from a Web page. CGI programs (also called scripts) can be run independently and were designed to be external so they can run under various (possibly different) servers interchangeably. The most common CGI scripts found on the Web are programs that process the information a user enters on a form. For example, whenever you fill in information or choose from a list of radio button options on a Web page, you are most likely filling out a CGI form. Once you hit the "submit" button, the form is sent to the server. There, the form's output is handled by a CGI script, which will call on other programs as necessary (such as a database search engine or a mailer program). Gateways conforming to this specification can be written in any language that produces an executable file. Some of the more popular languages that use CGI include: C or C++, Perl, Python, TCL, shells, and many others.
CGI-bin	4	CGI binary. A directory (or folder) on a server that "houses" all the CGI

		programs on that server. When you see this in your browser's URL window, you are probably running or are about to run a CGI program.
client	1	A remote computer connected to a host or server . Client also refers to the software that makes this connection possible.
CMYK	2	Cyan, Magenta, Yellow and Black. These are the four basic design inks; they're used to create a full spectrum of color on a printed or digital page.
cobweb site	3	A World Wide Web site that hasn't been updated for a long time. A dead web page.
commercial software	1	Software that is distributed to the public for profit. It is copyrighted by the owner and is bought by the user.
compression	5	The process of making computer data smaller, consequently, the information takes up less disk or file space and may be transmitted in less time.
configuration	1	(1) A general-purpose computer term referring to the way a computer is set up. (2) The total combination of hardware components--central processing unit, video display device, keyboard and peripheral devices--that make up a computer system. (3) The software settings that allow various hardware components of a computer system to communicate with one another.
connect time	1	The amount of time spent connected to an Internet service.
cookie	2	A special piece of information about you and/or your computer system that is stored in a text file on your hard drive. This information is usually accessed by a server when you connect to a web site which wants to know some information about you or your system. One common occurrence of a "handing of a cookie", would be when you as a user, log into a system through a site. After you enter in your username and password, a text file is saved by your browser for later access. This prevents you from having to log in again if you happen to leave the web site and then return at a later time. Cookies are also used in the process of purchasing items on the web. It is because of the cookie that the "shopping cart" technology works. By saving in a text file, the name, and other important information about an item a user "clicks" on as they move through a shopping web site, a user can later go to an order form, and see all the items they selected, ready for quick and easy processing.
copyright	1	The exclusive legal right to reproduce, publish, and sell a literary, musical, dramatic, or artistic work, including computer programs, web art, graphics, photos, web pages.
crop	5	Using a tool to remove part of an object from an image to create a more pleasing image. Generally part of the background is cropped/removed so that it is easier to see the subject matter.
CSS	3	Cascading style sheets or CSS allows a web designer to separate how items look from content information. "Cascading" refers to the fact that multiple style sheets can be attached to one Web page. Web designers use CSS to control an entire Web site's text color, background colors, borders, spacing, and positioning of elements.
data traffic	2	The number of TCP/IP packets crossing a network.
default	1	A value, action or setting that a computer system assumes, unless the user gives an explicit instruction to the contrary. Default values prevent a program from stalling or crashing if no value is supplied by the user.
DHTML	2	Dynamic HTML. The next generation of HTML, the language that describes how text and images are displayed on a web page. Dynamic HTML, developed by Netscape and the World Wide Web Consortium (W3C), is based entirely on industry-standard HTML and Java. New features in

		Dynamic HTML, such as absolute positioning and layers, give designers and developers much greater control over the look and feel of web pages.
DNS server	1	Domain Name System. A database system that translates an IP address into a domain name. For example, a numeric IP address like 207.219.116.4 is converted into netlingo.com. DNS allows users to specify remote computers by host names rather than numerical IP addresses. A name given to a host computer on the internet. The DNS, in effect, translates words into numbers that can be understood by the Internet's computers.
domain name	1	The " <u>address</u> " or <u>URL</u> of a particular <u>Web site</u> . This is also how you describe the name that is at the right of the <u>@ sign</u> in an Internet address.
download	1	To transfer a file(s) from another computer to your computer.
File management	4	The process of creating, naming, moving, updating, and deleting files on a computer system.
Firefox	4	Firefox is a browser created by Mozilla who claim it empowers <u>users</u> to browse faster, more safely and more efficiently than any other browser.
folder	2	A menu item containing further information.
freeware	1	Software that is distributed at no cost to the user; however, the author maintains the copyright.
FTP	4	Standard by which data is transferred between different computers on a network. (File Transfer Protocol)
gateway	4	A computer system or interface that connects incompatible programs or networks so that data transfer can occur. Gateway access to the internet is often achieved through use of a commercial online service.
gradient	4 and 5	A gradient consists of two or more colors that blend into each other. Gradients are used to fill the color of an object.
groupware	2	Software that enables electronic collaboration between users.
head	3 and 4	The HTML tag used to enclose the beginning elements in the HTML document, including the title.
hexidecimal	1 and 3	It is most commonly used online to assign color to Web pages. It is the base-16 number system, which assigns the numbers 0 to 9 and the letters A to F. For example, the decimal number 15 is represented as F in the hexadecimal numbering system. The hexadecimal value for hotpink is #FF69B4. It is easier to remember than the binary equivalent.
hit	4	The access of a file by a user on a server. Every element of a requested page (graphics, multimedia, etc.) including the HTML file itself is counted as a hit. For example, if a web page contains five graphics, then accessing the web page generates six hits. Hits used to be a method of determining the amount of traffic a site received, however, due to the fact that businesses needed to isolate the exact number of times a web page was requested (in order to charge for advertising), this method was tossed aside in lieu counting the actual HTML page requests.
Hit counter	4	Records the number of times that a Web browser requests a file from the Web server. A hit counter can be either a public counter, which shows the tally to anyone who views the page, or a hidden hit counter which shows the hit tally only to people with access to the site's private data, such as the Webmaster or site administrator. Page views and unique visits are also used to measure a site's traffic.
home page	2	The first web page displayed when starting a web browser.
host	1	Any computer that can function as the beginning and end point of data transfers.

Hot spot	1	A clickable area on a graphic called an image map. By clicking on the hotspot, the user links to a related page or area in the Web site. For example, an image map of the US might contain 50 hotspots, one for each state. By clicking on a specific state, you would be taken to a page containing additional information on that state.
HTML	3	Hypertext Markup Language. The coding scheme used to format text for use on the World Wide Web.
HTTP	1	Hypertext Transport Protocol The transmission standard used to send an HTML document across the World Wide Web.
hyperlink	2, 3 and 4	Elements on a web page allowing the user to open related web pages by clicking the mouse.
hypermedia	2	The electronic linking of text, graphics, sound, and video allowing a user to jump from one piece of information to another.
hypertext	2, 3 and 4	A system of writing and displaying text that enables the text to be linked in multiple ways.
Java (JavaScript)	2	Developed by Sun Microsystems, Java is a programming language that is specifically designed for writing programs that can be safely downloaded to your computer through the Internet and immediately run without fear of viruses or other harm to your computer or files. Using small Java programs (called "Applets"), web pages can include functions such as animations, calculators, and other fancy tricks. Java is a simple, robust, object-oriented, platform-independent multi-threaded, dynamic general-purpose programming environment. It is best for creating applets and applications for the Internet, intranets and any other complex, distributed network.
kbps	4	A modem's speed is measured in the number of bits it can transfer in a second. Modems rated in kilobits per second are now the standard latency In networking, latency and bandwidth are the two factors that determine the speed of a connection. Latency is the time it takes for a data packet to move across a network connection
interactive	2	Allows a user to manipulate the outcome of certain events (for instance, by filling out a form, requesting a new Web page, or taking an online survey) within a two-way communications system that supports direct and continual responses. As opposed to static media (something that stays the same) or television (which is essentially a one-way medium), the Internet is interactive and dynamic in that all computers require input.
Intranet	1	A network within an organization that uses internet technologies to connect its employees and customers to the organization.
IP address	1	Internet Protocol Address. A uniquely assigned numeric address for each computer connected to the Internet.
ISP	1	Internet Service Provider. A service company that provides a user with an account on a host-computer having access to the Internet.
keyword	1	A word which can be searched for in documents.
link	2, 3, and 4	The text or graphic used in an HTML document to jump from one document to another. Hyperlink
logo	5	A word, phrase, symbol, or graphic that identifies an organization, company, or brand. It is often in the form of an adaptation of the company name or brand name or used in conjunction with the name.
mirror	4	A server that provides copies of the same files as another server. Some servers are so popular that other servers have been set up to mirror them and to spread the load on to more than one site. Many international sites have mirrors set up

		in other countries to allow quicker access for its international users.
modulating	4	The process of receiving and transferring digital signals into analog signals.
moderator	4	A person or small group of people who manage moderated mail lists. Moderators are responsible for determining which e-mail submissions are cast on to lists.
Morph or morphing	3	From the term "metamorphosis," it is to turn one thing into another. It most commonly refers to special effects morphing and it is the animated transformation of one image into another, by a gradual distortion of the first image. Certain points of the first image move to the position of corresponding points in the second image.
Mosaic	4	Mosaic is the common name of a World Wide Web multimedia browser program developed at the National Center for Supercomputing Applications (NCSA) in Urbana-Champaign, Ill. It was the first cross-platform WWW browser that was available for the Macintosh, Windows, and UNIX all with the same interface and started the popularity of the web. It was the precursor to Netscape.
multimedia	2	The presentation of information using animation, sound, graphics, and text.
Navigation bar	5	A set of buttons or hyperlinks that when clicked on take you to other sections of the site. Nav bars are supposed to guide users through the web site. The names on the nav bar are usually descriptive.
Netscape	4	The dominating World Wide Web browser during 1994 to about 1997 (until Internet Explorer hit the screens. In addition to being a web browser, this software program, developed by Marc Andreessen based on Mosaic, also allows for Gopher, FTP, and Telnet access as well as e-mail and newsgroup retrieval and management.
Opera	4	A Web browser which handles common Internet-related functions, such as exploring various Web sites, sending and receiving e-mail messages, managing contacts, and online chat. "Opera" runs a variety of operating systems including Microsoft Windows, Mac OS X, Solaris, FreeBSD, and Linux systems. It is also used in mobile phones, smart phones, PDAs, game consoles, and interactive televisions.
optimize	5	To customize a webpage so that it will run at its utmost capacity in terms of speed and efficiency.
packets	1	How information travels over a network.
PDF	4	Portable Document Format. The file format of documents viewed and created by the Adobe Acrobat Reader and others.
portal	1	A Web site that serves as a starting point to other destinations or activities on the Web. A portal attempts to provide all of a user's Internet needs, in one location and provide you with links to all the information that is important to you on a daily basis. Pioneered by Yahoo!, portals aggregate other people's content.
post	4	To place an HTML file on a server to make it available for browsing.
protocol	1	Protocols were created to ensure reliable connections between many different computer types. The common set of standards and rules ensure that all computers connected to the network have a common ground from which to work.
proxy or proxy server	2	A technique used to cache information on a web server and acts as an intermediary between a web client and that web server. It basically holds the most commonly and recently used content from the World Wide Web for users in order to provide quicker access and to increase server security. This is

		common for an ISP especially if they have a slow link to the Internet. Proxy servers are also constructed to allow direct Internet access from behind a firewall. They open a socket on the server, and allow communication via that socket to the Internet. For example, if your computer is inside a protected network, and you want to browse the web using Netscape, you would set up a proxy server on a firewall.
public domain	1	Software or information with no copyright restrictions.
Publish	4	To transfer files from a local computer to a remote Web server so that the Web site can be viewed over the Internet.
rollover	5	A graphic element in a Web page that changes appearance when you trigger it by rolling over it with the mouse. This technique uses JavaScript to display the alternate image. The term frequently refers to a rollover button.
router	2	Hardware (or software) that can connects a local network to the Internet. Routers spend all their time looking at the destination addresses of the packets passing through them and deciding which route to send them on.
search engine	1	Search engines attempt to help a user isolate desired information or resources by searching for keywords.
secured site	1	Refers to any web site that uses encrypted transmissions and takes other appropriate measures to ensure the protection of sensitive information such as credit card information.
server	1 and 4	A host computer on a network.
shareware	1	Software that can be obtained for free (often by downloading from the internet) on a trial basis but that may require some payment or registration for continued use.
site	2	A home and/or location on the World Wide Web. A place made up of Web pages.
storyboard	2	A visual representation of a Web site and its pages. It consists of a series of panels that plot the key scenes and illustrate the flow of animation.
tag	3	The HTML codes used to specify text styles, links, graphics, and other HTML elements.
target	3	Lets the user link to a specific place within a web page instead of just linking to the top of the document.
Target audience	4	The main group of people that you want to visit your Web site.
TCP/IP	1	Transmission Control Protocol/Internet Protocol. A widely used network communication protocol on microcomputer, mini-computer, and main-frame networks. TCP is needed on the internet for reliable communications for transmitting datagrams across internet networks. TCP is responsible for breaking up datagrams into manageable sizes and reassembling datagrams at the destination, then re-sending datagrams if a transmission error has occurred.
telephony	2	The process of carrying on a two-way audio conversation, or conference session, via the Internet, by talking into the microphone and listening to replies on a computer's speakers, or through headphones.
telnet	2	An Internet program for connecting to a remote host or server. The Telnet interface is text based and a user usually has to enter their login name and password before gaining access to the system. Some of the things you can do with Telnet access include: check your e-mail, download a program, or chat with other Telnet users. It is one of the oldest Internet activities and is primarily used to access online databases or to read articles stored on university servers. It is also possible to Telnet via your web browser by

		changing the http:// to telnet:// and entering in the site's address.
template	4	A reusable pattern that helps you place information quickly and efficiently on a Web page by providing placeholders for basic elements.
text editor or html writer	3	An application program that allows you to manually key HTML commands into a blank document. Examples of text editors are Microsoft Notepad and WordPad, and HotDog Professional™.
threads	2	A series of messages on the same theme or topic. Good newsreaders allow you to follow the thread of a discussion.
thumbnail	3 and 4	A graphic or image purposely made smaller.
title bar	3 and 4	The colored bar at the top of each window that displays the program and file names.
Tracking software	4	Records information about Web site visitors such as what browser they used, how they navigated the site, and what country they are from.
URL	1	(Uniform Resource Locator) The standard used to identify files on the internet and World Wide Web using the type of server, the host name the computer the file is on, and the complete path to the file.
usenet	2	An internet service that maintains thousands of discussion groups involving millions of people.
video conferencing	2	Conducting a conference between two or more participants at different sites by using computer networks or the Internet to transmit audio and video data. For example, a point-to-point (two-person) video conferencing system works much like a video telephone. Each participant has a video camera, microphone, and speakers mounted on his or her computer. As the two participants speak to one another, their voices are carried over the network and delivered to the other's speakers, and whatever images appear in front of the video camera appear in a window on the other participant's monitor. Multipoint videoconferencing allows three or more participants to sit in a virtual conference room and communicate as if they were sitting right next to each other. Software programs such as CUSeeMe have brought video conferencing to the Internet and are easily available and easy to use.
viewer	2	Special software often needed to view certain multimedia items on the internet.
virtual community	2	A site in cyberspace where people gather to discuss topics of mutual interest, make friends, and form relationships.
virtual reality	2	A three-dimensional interactive environment.
virtual world	2	A computer generated environment
Vortal	1	Portals that are dedicated to one specific topic. These Vortals or Vertical Portals provide access to information that is organized along vertical market sectors. That is, focused on particular topics instead of a broadly, horizontally, range of topics.
Webmaster	4	A person who manages and maintains a Web site.
web page editor	4	A program used to write and edit HTML code.
web ring	2	A ring is an Internet service and concept that links together a group of sites that have the same theme. In each ring, member web sites have banded together to form their sites into linked circles. Their purpose: to allow more visitors to reach them quickly and easily. Sites connected to a particular ring are usually considered by the ringmaster to be of superior quality and resource.
World Wide Web	1	An Internet service that links multimedia documents together using hypertext.
WYSIWYG	1	What You See Is What You Get (whiz-ee-wig). Refers to any technology that

		enables you to see images on screen exactly as they will appear when printed out.
XHTML	2	Extensible Hypertext Markup Language. XHTML is a bridge between HTML and XML. XML is a programming language/specification developed by the W3C and is a pared-down version of SGML, designed especially for Web documents. It enables Web authors and Web developers to create their own customized tags to provide functionality not available with HTML. For example, XML supports links that point to multiple documents (as opposed to HTML links, which can reference just one destination each). Whether XML eventually supplants HTML as the standard Web formatting specification depends a lot on whether it is supported by future Web browsers. Also, XML is a lot more abstract and complex than HTML, and unlike HTML, it isn't immediately gratifying in terms of creating Web pages.