

Web Design Terms

1. What is the computer code used to write basic web pages?

Hypertext Markup Language (HTML)

2. What term describes HTML that also includes JavaScript and CSS?

Dynamic HTML

3. What part of the HTML document can be used to add descriptions and key words to a page? **Meta tags**

4. What are written titles that can be added to each of the graphics used? **ALT Tag**

5. What is an additional scripting language that can be inserted into the code to extend the capability of HTML? A. **JavaScript**

6. What is the most common method of moving from one page to another on the web, usually identified by underlined text? **Hypertext links**

7. What are the three basic parts of web design? **Content, Structure, Interface.**

8. What term describes everything that the user experiences, understands and remembers from a web experience? **Content**

9. What term describes how a web site is organized? **Structure**

10. What term describes what the user directly experiences on the computer, including the overall look of the screen, colors, graphics, words and navigational devices? **Interface**

11. What term describes the study and application of methods, based on research, for designing websites that are user-friendly? **Usability**

12. What are the three basic goals of a commercial web site?

- 1. attract visitors to the site.**
- 2. keep them at the site for as long as needed.**
- 3. keep them coming back.**

13. What term describes the instructions included in the HTML code that describe how a browser should render any instance of a particular element on the page? **CSS**

14. What term describes an interface device created with JavaScript whose appearance changes as the cursor passes over it and changes again with a mouse click?

Rollover button

15. What graphic format is commonly used to display graphics that contain mostly flat areas of color, such as logos. **GIF**

16. What graphic format is commonly used to display photographs and other continuous-tone images. **JPEG**

17. What is the imaginary line at the vertical cut off point on a web page? **Gatefold**

18. What type computer program is used to interpret the HTML code of Web pages and render them so that a visitor can view and use them. **Browsers**

19. What is the term for an interface design that includes multiple pages on the same screen? **Frames**

20. What interface element is used to bundle frequently used links together? **Navigation Bar**

21. What is the term used for fonts that has become pretty standard on all computers running either Microsoft Windows or the Macintosh OS? **Web-Ready Fonts**

22. What are the terms used to describe the standard colors used for web design? **Web-Safe or Browser-safe colors**

23. What is an interface element consisting of a grid in which text and graphics are placed into cells? **Tables**

24. What is the term for a large graphic that contains invisible hot spots used as links? **Image map**

25. What term describes the methods developed to help visitors move from one place on a site to another? **Navigation Design**

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