



## GLOSSARY OF TERMS FOR THE WEB

### Adobe Acrobat

Acrobat is part of a set of applications developed by Adobe to create and view PDF files. Acrobat is used to create the PDF files, and the freeware Acrobat Reader is used to view the PDF files.

### Aliasing

In graphic design, aliasing occurs when a computer monitor, printer, or graphics file does not have a high enough resolution to represent a graphic image or text smoothly on screen. An aliased image is often said to have the "jaggies."



### Anti-Aliasing

Smoothing or blending the transition of pixels in an image. Anti-aliasing the edges on a graphic image or text makes the edges appear smooth, not jagged.



### Alignment

The positioning of a body of text. Text can be positioned to the left, right, or "center" of a page.

### ALT-attribute

Part of the image source tag in HTML. A good web designer will always include text in all of your image sources for two reasons: (1) if any of your visitors choose not to view graphic images on your Web pages, the alternative text will be shown; and (2) if your visitors use Internet Explorer as their browser and they leave the mouse over any graphic image, they will view the text in your ALT-attribute.

### Animated GIF

A GIF graphic file, which consists of two or more images shown in a timed sequence to give the effect of motion.

### Animation

Animation is the creation of a timed sequence or series of graphic images or frames together to give the appearance of continuous movement.

### Bandwidth

Bandwidth is the amount of information your connection to the Internet can carry.

### Banner

A banner is a graphic image (static, animated, or rich media) that is placed on Web sites as an advertisement. Banners are commonly used for brand awareness and generating sales.

### Bevel

Adding a beveled effect to a graphic image gives the image a raised appearance by applying highlight colors and shadow colors to the inside and outside edges.

### Bitmap Image

A graphic image stored as a specific arrangement of screen dots, or pixels. Web graphics are bitmap images. A graphic which is defined by specifying the colors of dots or pixels which make up the picture. Also known as raster graphics. The most commonly used types of bitmap graphics on the Web are GIF, JPEG, and PNG.

### Bookmark

Just as a paper bookmark is used as a reminder of the page you are on in a book, electronic bookmarks are used to bring you back to a Web site or other site you may want to return to.

### Browser

The software used to view, manage, and access Web pages by interpreting hypertext and hyperlinks. The two most common browsers are Netscape Communicator and Microsoft Internet Explorer. Web pages often appear differently on screen depending on the brand and version of the browser used to view them.



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### Cast Shadow

A cast shadow is similar to a drop shadow with added emphasis on perspective. Cast shadows can be rotated, stretched, and skewed to create a realistic 3D effect.

### Check Box

In an online form for example, check boxes may look like the following:

I would like information on:

- Logo designs
- Web graphics
- Banner design services
- Online promotion services

If you click your mouse on the boxes, you will be able to select multiple services. A check box is different from a radio button, which can only accept one checked item at a time.

### Color Cast

A color cast changes the hue (color) of a selected part of an image while keeping the saturation and brightness intact. Viewing an image with a color cast can be similar to viewing it through colored lenses on eyeglasses. A commonly known color cast (in graphic design) is a duotone.

### Compression

A method of packing data in order to save disk storage space or download time. JPEGs are generally compressed graphics files. Compression is a technique to make a file or a data stream smaller for faster transmission or to take up less storage space.

### Cookie

A cookie is a message given to a Web browser (such as Netscape or Explorer) by a Web server. The purpose of cookies is to identify Web site users/visitors and possibly prepare customized Web pages for them.

### Creative

Standard term for a banner advertisement; can refer to the design or format of a banner. It can also refer to the process of creating a design.

### CSS

Stands for Cascading Style Sheet, a feature of HTML developed by the W3C. With Cascading Style sheets, Web designers can create style templates (sheet) that specifies how different text elements (paragraphs, headings, hyperlinks, etc.) appear on a Web page. Currently, not all browsers express CSS formatting in the same manner.

### Dedicated Line

A dedicated line is a permanent connection to the Internet using an individual, separate phone line.

### DHTML

Stands for "Dynamic HyperText Mark-up Language." DHTML is an HTML extension that allows Web pages to react to the end users' input, such as displaying a Web page based on the type of browser or computer end users are viewing a page with.

### Directory

A directory (such as Yahoo, commonly mistaken for a search engine) depends on people for listings. The main difference between a search engine and a directory is that a directory does not make use of a spider or robot. One of the defining characteristics of a directory is that it is usually divided into categories.

### Dithered/Dithering

In order to display a full-color graphic image on a 256-color monitor, computers must simulate the colors it cannot display. They do this by dithering which is combining pixels from a 256-color palette into patterns that approximate other colors. At a distance, the human eye merges the pixels into a single color. Up close, the graphic image will appear pixelated and speckled.

### DNS

Stands for "Domain Name System." The DNS translates URL text addresses (such as ariago.com) into a numeric Internet address (such as 201.214.12.6).

### Drop-Down Menu

In an online form, a drop-down menu (also known as a pull-down menu). Drop-down menus are commonly used for Web site navigation.



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### Drop Shadow

A drop shadow gives an image depth by creating a shading offset behind a selected image.

### Duotone

The application of two colors to provide richer tones than a monotone (single-color image, usually grayscale) can provide. A good duotone image can simulate a wider range of the color spectrum than two colors used separately. Duotones also use a hue (color) to set the mood for a photo.

### Emboss

Embossing a graphic image adds dimension to it by making the image appear as if it were carved as a projection from a flat background.

### Export

To save a file in a format (that of another program). For example, Adobe Photoshop files can be exported to become GIF or JPEG files.

### E-Zine or Ezine

Stands for electronic magazine and is a name for a Web site which is either (a) modeled after a print magazine or (b) a magazine that is only available online or through email.

### Feathering

Feathering the edge of a graphic image gradually dissipates the edge, making the edge look soft and blurry.

### GIF

Stands for "Graphics Interchange Format." GIF images are the most widely used graphic format on the Web. GIF images display up to 256 colors.

### Glow

A glow is the opposite of a shadow in that it creates a surrounding highlight of an image.

### Gradient

A gradient is a gradual transition of colors. Many metallic looking images use gradients.



### Graphic Backgrounds

The bottom-most layer on a Web page, usually with either a design or color that highlights the above copy. A small graphic can be tiled to create a background texture for a Web page.

### Grayscale

An application of black ink (for print) or a shade of black (for the screen) that simulates a range of tones. Grayscale images have no hue (color). In print design, a grayscale graphic image appears to be black, white, and shades of gray, but it only uses a single color ink.

### Hexadecimal

A color numbering system which uses a base of 16. The first ten digits are 0-9 and the next six are A-F. Hexadecimal numbers are used to color Web pages. For example, the hexadecimal equivalent for the color white is #FFFFFF.

### HTML

Stands for "HyperText Markup Language", a cross-platform text-formatting system for creating Web pages.

### Hue

The actual color of an object. Hue is measured as a location on a color wheel, expressed in degrees. Hue is also understood as the names of specific colors, like blue, red, yellow, etc.

### Hyperlink

A hyperlink, more commonly called a link, is an electronic connection between one Web page to either (1) other Web pages on the same Web site, or (2) Web pages located on another Web site. More specifically, a hyperlink is a connection between one page of a HTML document to another.

### Hypertext

Hypertext is any text that can be chosen by a reader and which causes another document to be retrieved and displayed.

### Image Map

An image map is a single graphic image containing multiple, clickable links.



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### Information Page

A static Web page that is designed, coded, and written primarily for a target audience but formatted for optimal search engine and directory positioning.

### Interlace

Storing partial data from a single graphic image in multiple sequences. The purpose of interlacing is to have a partial image initially appear on screen rather than having to wait for the image to appear in its entirety. With interlacing, equally spaced sets of lines from the original image are stored together, and these sets appear one on top of the other in sequence.

### Interstitial

An "interstitial" is a Web advertisement that appears in a separate browser window, other than the target Web page.

### Java

Java is a programming language, created by Sun Microsystems, which allows small applications to be downloaded into your computer for playback. Java can be used for such simple applications as animation to more complex applications such as a calculator.

### JavaScript

JavaScript is a scripting language developed by Netscape. JavaScript can make Web pages more animated and dynamic in terms of graphics and navigation. One of the most common graphic JavaScript effects is called a mouseover, and Javascript navigation is commonly created using drop-down menus.

### JPEG

Stands for "Joint Photographic Experts Group." File format for full-color and black-and-white graphic images. JPEG images allow for more colors than GIF images and are usually smaller in size.

### K

In computer terms, stands for Kilobyte. In print design, with CMYK, the K stands for the ink color black.

### Kilobyte

A kilobyte is a storage unit capable of storing 1,024 bytes of information.

### Leading

The vertical spacing between lines of text.

### Licensed Stock Photography

Photos, graphic images, or other intellectual property that are sold for a per usage fee.

### List

Text that is categorized, be it bulleted, numbered, or unnumbered.

### Lossless Compression

In graphic design, lossless compression refers to a data compression technique where the file quality is preserved and no data is lost. Lossless compression is commonly used on GIF images, but can only reduce file size to about half of its original size

### Lossy Compression

A term coined by graphics programmers to refer to a technique of shrinking file sizes by giving away some precision of detail. JPEG is an example of a file that is compressed this way. By reducing the so-called quality of a picture when you save it, you can make the file size smaller. Many photos can take the loss of fine detail before it becomes noticeable on a Web page.

### Masthead

A masthead is a graphic image placed on top of a Web or printed page that typically has company identity/branding.

### Meta-tag

Meta-tags are HTML tags that can be used to identify a Web page, what HTML specifications a Web page follows, the keywords and description of the page, etc. The most common use of a meta-tag in online marketing is the keyword and description tags, which tell the search engines that index meta-tags what description to use in their search query results.



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### **Moderated Discussion List/Newsgroup**

The person who categorizes the topics and selects posts is the moderator. Thus, a moderation discussion list or newsgroup is a service in which the moderator organizes participants' comments or suggestions into topics or categories.

### **Mouseover**

A popular special effect for Web graphics, generally programmed in JavaScript, that switches color or a graphic image when you place your cursor over it. Mouseovers can also be used to trigger navigation changes and pop-up windows.

### **Multimedia**

A form of communication combining text with graphics, page layout, video, audio, animation, and so forth.

### **Netiquette**

Accepted, proper behavior on the Internet.

### **Online Marketing**

Online advertising is done exclusively on the Web or through e-mail. Various types of online marketing include: affiliate program, search engine, optimization, banner advertising, directory, enhancement, posts to moderated discussion lists, newsgroups and forum, email advertising and online press releases.

### **Opt-In**

An email marketing term in which the email recipient specifically requests receiving email related to a specific topic of interest.

### **PDF**

Stands for "Portable Document Format." Created by Adobe Systems in its software program Adobe Acrobat. Files can be downloaded via the Web and viewed page by page, provided the user has installed the necessary plug-in which can be downloaded from Adobe's own Web site.

### **Plug-In**

A software extension that provides added capabilities to the browser, for purposes such as viewing, hearing, or saving specially formatted files.

### **PNG**

Stands for "Portable Network Graphics" format, and is generally pronounced "ping." PNG is used for lossless compression and displaying images on the Web. The advantages of PNG is that it supports images with millions of colors and produces background transparency without jagged edges. The disadvantages are that PNG images will not show up on older browsers, and still can be comparatively larger in file size than GIFs.

### **PPI**

Stands for "Pixels Per Inch." PPI specifies the resolution of an input device, such as a scanner, digital camera, or monitor. Web page resolution ranges from 72-96 pixels per inch. (For information on output device measurements see dpi.)

### **Post**

A post is a single message sent to a newsgroup, Web site or message board.

### **Newbie**

Someone who is new to the Web, a newsgroup or e-mail, or any other application.

### **Query**

A search request submitted to a database (such as the search engine and directory databases) to find a particular piece of information or all records that meet the search criteria.

### **Quick Time Video**

Quick Time Video is the Apple Computer technology that allows video, digitized sound and music, 3D, and virtual reality to be viewed on Web sites.

### **Radio Button**

In an online form, radio buttons may look like the following:

Would like information on our graphic services?

Yes

No

If you click your mouse on the radio buttons above, you will only be able to select one answer. A radio button is different from a check box, which can accept multiple checked items at a time.



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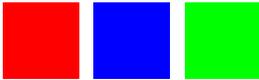




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### RGB

Stands for the colors Red-Green-Blue. In Web design and design for computer monitors, colors are defined in terms of a combination of these three colors.



### Rich Media

Typically, a Web site or banner ad that use technology more advanced than standard GIF animation. Rich media banners include: Flash, Shockwave, streaming video, Real Audio/Video, pull-down menus, search boxes, applets that allow for interactivity, and other types of special effects.

### Royalty-Free Photos or Images

Photos, graphic images, or other intellectual property that are sold for a single standard fee and may be used repeatedly by the purchaser. Typically with royalty-free clauses, the company that sells you the images still owns all of the rights to the images, and they are allowed for use only by the purchaser (i.e., the same images cannot be used by another company or individual without repurchase).

### Rules

These HTML-tags enable you to insert horizontal lines as separators or dividers.

### Sans Serif

A style of typeface that means "without feet." Common sans serif typefaces include Arial, Helvetica and AvantGarde.

### This is Arial Bold

This is Helvetica Bold

This is AvantGarde Bold

### Serif

A style of typeface that has "little feet." Common serif typefaces include Times Roman, Garamond, and Palatino.

### This is Time Roman Bold

This is Garamond Bold

This is Palatino Bold

### Saturation

The color intensity of an image. An image high in saturation will appear to be very bright. An image low in saturation will appear to be duller and more neutral. An image without any saturation is also referred to as a grayscale image.

### Screen Font

A part of the font suitcase (of Adobe Type 1 fonts), describes the shape of each character to the operating system so that the font can be seen on a computer screen.

### Search Engine

A search engines is a program that searches documents (i.e. Web pages, which are HTML-documents) for specified keywords and returns the list of documents. A search engine has two parts, a spider and an indexer. The spider is the program that fetches the documents, and the indexer reads the documents and creates an index based on the words or ideas contained in each document.

### Spider/Robot

A software program that search engines use which visits every site on the Web, follows all of the links, and catalogs all of the text of every Web page that (a) contains text, and (b) it is able to visit or crawl.

### Text-Entry Box

A text-entry area, where you are able to place your cursor inside the text boxes, and type information directly into the online form.

### Thread

A series of messages related to the same topic in a discussion group or newsgroup, such as an original post and related follow-ups.

### Thumbnail

A small version of a graphic image.

### Traffic Node

A group of information pages on a Web site.



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### Typeface

A typeface contains a series of fonts. For example, the typeface Arial contains the fonts Arial, Arial Bold, Arial Italic and Arial Bold Italic.

### URL

URL stands for "Uniform Resource Locator" and is an address referring to a document on the Internet. It is the address of an individual Web page element or Web document on the Internet. The syntax of a URL consists of three elements: the protocol, or the communication language, that the URL uses; the domain name, or the exclusive name that identifies a Web site; and the path name of the file to be retrieved, usually an HTML document.

Most people mistakenly believe a URL is the same as a domain name or home page. Every Web document and Web graphic image on a Web site has a URL.

For example, the URL for a home page is commonly written as: <http://www.companyname.com/index.html>

The <http://> is the protocol.

The [www.companyname.com](http://www.companyname.com) is the domain name.

The [index.html](http://www.companyname.com/index.html) is the path name.

### Vector Graphic

A graphic image drawn in shapes and lines, called paths. Images created in Adobe Illustrator (graphic design software) are vector graphics.

### Video

A series of framed images put together, one after another, to simulate motion and interactivity.

### Web site

A Web site is a collection of electronic pages generally formatted in HTML (Hypertext Markup Language) that can contain text, graphic images, and multimedia effects such as sound files, video and/or animation files, and other programming elements such as Java and JavaScript.

### XHTML

Stands for "EXtensible Hypertext Mark-up Language" and is a hybrid of XML and HTML. Web pages designed in XHTML should look the same across all platforms.

### XML

Stands for EXtensible Mark-up Language.



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