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# Web Design Chapter 1:
# Environment & The Tools *and* s

1. **Definitions:** Briefly define/explain the following terms:
   1. Website – a group of related web pages.

   2. Home page –a page that provides information about the website's purpose and content.

   3. Cloud computing – an environment where files and software are stored and shared online.

   4. App – short for application, is a software program

   5. IRC – Internet Relay Chat, communication technology that provide a venue where people with common interests can exchange text, video, files, or multimedia messages in real time.

   6. Blog – weblog, is an online journal or diary.

   7. Social networking – used to describe websites and apps that allow users to create a personal network of friends or business contacts.

   8. MMOG – Massively Multiplayer Online Game, such as World of Warcraft and Minecraft.

   9. Ecommerce – Electronic Commerce, a collection of online businesses, including consumer shopping and investing and the exchange of business data and transactions with a company or among multiple companies.

   10. Kbps – Kilobytes per Second, thousands of bits per seconds.

   11. Mbps – Megabytes per Second, millions of bits per second.

   12. Broadband – High speed data transmission over a communication channel that can transmit multiple signals at one time.

   13. Bluetooth – A popular share-range wireless connection that uses a radio frequency to transmit data between two electronic devices.

   14. 3G compared to 4G – Both wireless technologies are similar, aside from the fact that 4G supports gaming and streaming multimedia.

15. PSTN – Public Switched Telephone Network, used to be the main way all users connected to the Internet.

16. Dial -up line – A temporary connection that uses analog telephone lines.

17. ISP – Internet Service Provider. a business that has a permanent Internet connection and provides temporary Internet connections to individuals and companies.

18. IP Address – The numeric address for a computer connection to the internet.

19. Top-level domain – Indicates the type of organization or general domain – commercial, nonprofit, network, military, and so forth – of the domain name.

20. HTTP – Hypertext Transfer Protocol, the communication standard for transmitting web pages over the internet.

21. Portal – Websites that offer a starting point for accessing information – can be general consumer portals, personal portals, vertical or industry portals, etc…

22. Malware – Malicious software, including computer viruses and internet worms.

23. Intranet – A private network within a large organization or commercial entity that uses Internet and web technologies to share information among only its members, employees, or business partners.

24. SDK (software development kit) – The technology and tools needed to create apps or software to used on a certain platform or device.

2. Describe these types of **ecommerce**:
- B2C – Business to Consumer - Sale of endless assortment of products and services directly to consumers.  Transactions take place between an online business and individual consumer.

- B2B – Business to Business – The sale of products and services and the exchange of data between businesses and accounts for the majority e-commerce transactions in the corporate world.

- C2C – Consumer to Consumer – Business transactions occur between consumers.

3. a. What are these **top-level domains** used for? *(You may have to look some of these up on the Internet)*
- .gov – U.S. Government web sites

- .pn – Pitcairn Islands

- .mobi – Consumer and providers of mobile products and services.

- .mil – U.S. Military

- .uk – United Kingdom

b. Who controls the registration of domain names? Domain name registrars

4. a. What is a **markup** language? – A coding system that provides instructions on the appearance, structure, and formatting of a document.

   b. What is a **scripting** language? – Programming languages used to write short programs, called scripts, that execute in real time at the server or in a web browser.

   b. Explain the following Internet programming languages:
   - HTML – The communication standard for transmitting webpage data over the internet.
   - XML  - Extensible Markup Language – uses both predefined and customizable tags to facilitate the constant sharing of information, especially within large groups.

   - XHTML – Extensible Hypertext Markup Language – combines the features of both HTML and XTML.

   - WML – Wireless Markup Language – XML based markup language used to design webpages specifically for mobile browsers.

   - CSS – Cascading Style Sheet – a document that uses rules to standardize the appearance of webpage content by defining styles for elements such as font, margins, positioning, background colors, and more.

   - JavaScript – Used as part of web browsers, whose implementations allow client-side scripts to interact with the user, control the browser.

   - PHP – Is used to add functionality to functionality to your HTML coding by doing calculations.

5. a. What does WYSIWYG stand for? – What you see is what you get

   b. List two WYSIWYG software applications: - Adobe Dreamweaver and Microsoft Expression Web.

6. List and briefly describe **6** different web design jobs which may be found on a web design team.

   1. Content writer/editor – Creates and revises the text that visitors read when they visit a website, and chose the links, images, videos, or other media that enhances your text content.

   2. Web Designer – To create webpages that combine text, images, and lings using tools such as markup languages.

   3. Web Artist/ Graphic Designer – Creates original art such as logos,, stylized typefaces, and avatars or props for 3D virtual worlds.

   4. Multimedia Producer – Designs and produces animation, digital video, and audio, 2D and 3D models, and other media elements to include in a website.

5. Network/Security Administrator – Ensures the day-to-day functionality of the network and protects it from internal and external threats.

6. Web Administrator – If working alone, they assumes all roles including creative, high-tech, and oversight.

7. In the sidebar (right margin) of **page 17** under "How can I evaluate web content?" the textbook advises that web sites should be contain information which is: "**accurate**, **timely**, **objective**, and **authoritative**." Your professor prefers the term **trustworthy** rather than **authoritative**. Explain what each of these terms mean with regard to web content, and why each is important.

*NOTE: As a new web designer, this is one of the most important concepts for you to understand in this chapter!*

1. **Accurate –** This means that the information that is presented should be based upon information that can be proven or has already been well documented.

2. **Timely –** The designer should ensure that the information that is being presented is up to date and current.

3. **Objective –** All information being presented in the web page must be focused on the topic being presented. Personal opinions should be kept to a minimum.

4. **Authoritative/Trustworthy –** Follow the rules so that your page can be cited or used a resource.

8. **Appendices:**
   a. Go to the back of the WEB DESIGN textbook and describe the content each of these appendices:
      1. APPENDIX A – HTML - Gives a list of information used in HTML programming.
      2. APPENDIX B – CSS - Gives a list of coding information that would be found in a style sheet.
      3. APPENDIX C – Responsive Web Design – Gives information on how to better prepare your website to be accessed across multiple device platforms.
      4. APPENDIX D – SSO – Further teaches the designer how to get a web page that will rise to the top of the search lists, by tailoring it to specific types of searches.
   b. Which of these appendices do you think might be most useful to you? – Appendix A and B
   c. Why? – These appendixes present information that will be commonly used when designing web pages or maintain web pages.