

TECHY & DESIGN TERMS SIMPLIFIED

'Techy' terms you may
likely hear during
any design or web
development project



BLOSSOM

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I have put together a rather extensive list of terms which you may likely hear during any design or web development project. There are countless more of these 'techy' terms that pop-up, although I imagine the 'on a need to know basis' is all you're interested in at this time. I've created this to simply be used as a quick reference if/when you want clarification.

BRANDING & IDENTITY

- ❖ Brand - A collection of concepts, ideas, and emotions that encapsulate your company's values and essence
- ❖ Brand Identity - Visualization of your brand in a way that represents the values, content and ethos of the company
- ❖ Favicon - The icon used before the site name on browser tabs and in browser bookmarks
- ❖ Logotype - A logotype is the name of a company that is designed in a visually unique way for use by that company
- ❖ Logomark or Brandmark - A logo mark generally does not contain the name of the company and instead more abstractly represents that company using a symbol or mark
- ❖ Style Guide - A style guide is a set of standards for the design of anything related to your brand
- ❖ Tagline - A catchphrase or slogan
- ❖ Theme - A set of design elements (backgrounds, colors, fonts) which determines the visual structure and layout

GRAPHIC DESIGN

- ❖ Font - the combination of typeface and other qualities, such as size and spacing
- ❖ Typography - Typography is the visual component of the written word
- ❖ Serif Font - A serif is the little extra stroke or curves, at the ends of letters
- ❖ San-Serif Font - a sans serif font does not include any extra stroke at the ends of the letters
- ❖ Script - Script typefaces are fonts based on handwriting styles and more fluid than traditional typefaces
- ❖ RGB - RGB color is a model in which red, green, and blue light are added together to produce an array of colors
- ❖ HEX - Hex is a six-digit number used in HTML, CSS, and design software applications to represent colors
- ❖ Icon - Icons are images used to represent an action or an object
- ❖ Contrast - The degree of difference between two juxtaposed elements (dark vs. light, thick vs. thin, rough vs. smooth)
- ❖ Resolution - Resolution is the amount of detail an image has (the higher the resolution, the higher the quality)
- ❖ Scale - The change of size of an object while keeping its shape and proportions intact
- ❖ White Space - Also called 'negative space', white space refers to the areas of a design that are not filled with content

WEBSITE BASICS

- ❖ Address Bar - Usually at the top of the web browsers window; here the user enters a web address IP or ftp address. The request is then processed and sent off to the destination of choice
- ❖ CSS - Cascading Style Sheets; CSS is a styling code that developers use to designate how a web page should be presented to the end user
- ❖ Dashboard - Admin area; also called the backend, where you log in and interact with your WordPress content, media, plugins, themes, and settings
- ❖ Domain - Your address (www.yoursite.com) which will be pointed to your host
- ❖ Host - The web servers where your website files are housed, served, and maintained
- ❖ HTML - Hypertext Markup Language (HTML) is the markup language that is used to construct web pages and display content like text, images, video and links on the web
- ❖ Registrar - Company used to register your domain name
- ❖ Responsive (Mobile) Design - A website that changes its layout based on the screen size the website is displayed on
- ❖ Sitemap - A page listing all the pages of a web site
- ❖ Stylesheet - A file containing the styling information; typically a reference to the CSS code a page is using
- ❖ Taxonomy - Classify and relate content (Category, Tags)
- ❖ User - Person with login access to your site
- ❖ WordPress - Web-based Content Management System (CMS), great for non-coders, used to build a website

WEBSITE DESIGN

- ❖ Blog - Short for weblog; a personal website or part of a company site, containing separate posts which an individual writes opinions, links to other sites, etc. on a regular basis
- ❖ Call to Action - (CTA) A button or other element on a web page, giving visitors directions where they should click
- ❖ Fold - The part of your site which can be viewed when first entering the site, without scrolling down at all
- ❖ Footer - the bottom part of your website that doesn't change as you click on different pages
- ❖ Header - A header is the top part of your website that doesn't change as you click on different pages
- ❖ Home Page - The introductory or first page of a website
- ❖ Landing Page - Any page on a website where traffic is sent specifically to prompt a certain action or result.
- ❖ Navigation - Referred to as the 'Menu Bar', the area where you can find access to all essential parts of a web site
- ❖ Page/Post - Pages are usually single content (permanent); posts are usually chronological or grouped content/articles
- ❖ Plugin - Additional software/code used with WordPress which processes particular types of content or functionality
- ❖ Sidebar - Column to either side of a website's main content; usually remains the same on all pages
- ❖ Slider - 'Slideshow'; a rotating banner of images that is usually placed on the homepage of a website
- ❖ Sticky Header - A sticky header (also called a fixed header) is a website navigation that's locked into place so that it doesn't disappear when the user scrolls down the page
- ❖ Widget - A small, contained piece of functionality usually displayed within the sidebar or footer

WEB DEVELOPMENT

- ❖ Analytics - data about who is using your site, when they are using it, and how they are interacting with it
- ❖ Back End - This is the part of the website the administrators and/or developers see, which includes the admin dashboard as well as any other code that interacts with the server
- ❖ Backup - A backup is a security measure to preserve the work that has been made prior to the backup.
- ❖ Cache - Information temporary stored on the user's computer about a web page.
- ❖ Front End - This is the part of the website your visitors will see (what most people think of as "the website") as well as any code that interacts with the browser
- ❖ Keywords - Words describing what people are looking for on Google, and used as the main word on a web page
- ❖ Meta Tag - Stores information about a web page, such as description, author, copyright, etc. functioning to provide information about a web page and its content to search engines
- ❖ SEO - Search Engine Optimization - Data which helps search engines understand the information on your website in order to rank higher in organic search results