

WEBSITE TERMS TO USE

AUDIO/VIDEO CLIPS	Extracts using sound or moving images which make a website more dynamic and interesting.	
BANNER AD	An advert that stretches across the top of the screen.	
BELOW THE FOLD	Content which is below the visible part of the screen. So you would have to scroll down to see it. Smaller screens on mobile devices mean that other design features such as menus have become more necessary.	
BLOCK OR TABLE STRUCTURE	The conventional layout of a webpage. The starting point for design is often a 'wireframe' (=outline) matrix or grid.	
BUTTON	A piece of text usually in a coloured box or other shape which is a clear clickable hyperlink to other content.	
CALL TO ACTION	e.g. Buttons saying: Buy Now; Lean More	
DROPDOWN (MENU)	An index of contents where a rollover reveals more of the index. Saves space and avoids clutter.	
EECCI	5 uses of the internet; nowadays often all rolled into one (= convergence): Entertainment, Education, Commerce, Communication, Information	
FOCAL POINT	The part of the image or page which attracts the most attention.	
FONT STYLE (SERIF/SANS-SERIF)	Straight or handle-and hook based typeface.	
GIF	A common format for looping animated images.	
HOUSE STYLE	The common, uniform design elements of a website, running through all its pages. Linked to CSS (cascading style sheets)	
INTERACTIVE CONTENT, INTERACTIVITY	Involving the user in actively engaging with the site rather than just passively reading.	
JPEG	The main format for images	
LINKS, HYPERLINKS	The main way that website elements behave: text and photos become clickable and lead to other content. A key aspect of HTML	
MEME	A photo that has been manipulated, usually including a caption for comic effect.	
MENU BAR	A list of the other pages on the site. Found on the Homepage or Landing page but also on other pages.	
MERCHANDIZING	Commercial aspects; products on sale which are linked to the main content.	
MODE OF ADDRESS	The way the text speaks to the audience: formal/informal language. Slang = informal mode of address	
MULTIMEDIA / CROSS MEDIA CONTENT	Video, audio images and text	
NAVIGATION BAR	The area of the page containing a clickable list of contents. Often consists of dropdowns which contain more items.	
NEGATIVE ('WHITE') SPACE	Blank area of the page containing no visual information apart from colour.	
ROLLOVER	An action triggered when the cursor is moved over part of the screen.	
PHOTO/VIDEO GALLERY	A set of images and short movies – often an 'archive' collection of highlights.	
RULE OF THIRDS	The standard rule for composing an image. Main visual aspects are not always centred or symmetrical.	
SCROLLING	Moving up or down a page. Not good for lazy users.	
TABS	A common feature of menus and navigation bars. Originally a bit that sticks out of the page.	
THUMBNAIL	A small version of an image (JPEG) used to save space	
VTTI	A way to remember the categories to use when analysing or deconstructing a magazine or webpage- visual textual typographical institutional	
CONVERGENCE	The coming together of different types of content. A webpage will contain more than just words.	
DYNAMIC CONTENT	Anything that is not just static text or still images.	
HTML	The original language of webpages. Developed by Tim Berners Lee – launched in 1989	