media/arts & TECHNOLOGY | DESIGN FOR WEB

MW 2:00-3:50 | VOCABULARY ASSESSMENT

Pixel (s) Short for Picture element. Pixels are small dots that make up images on computer displays.

Screen Resolution refers to pixels per inch (ppi). 72, 96, 150, 300. The relationship of screen resolution can be determined by
P (pixel screen size)/ U (unit size/physical size) = Resolution
Here's an applied example: *A Mac Cinema Display 27" has a PPI of 109, which means that it displays 109 pixels per inch of screen. The width with bevel is 25.7 inches. The width of the actual screen is approximately 23.5 inches so if we apply these values for the formula above, we can understand how they work together.*

Print Resolution refers to the dots per inch (dpi) required to print a clear image. It is the physical density of the dots per inch on a printed document.

PNG- A type of image file compression based on an algorithm that filters the image data and predicts pixel colors based on nearby pixels. PNGs are based on a lossless compression algorithm.

SVG – Stands for Scalable Vector Graphics. It's the description of an image in XML. Any web browser that recognizes XML can display an SVG image.

EPS – Stands for Encapsulated Post Script (a language that defines text and graphical content for both screen and print). EPS is a post script image file format that is compatible with PostScript printers. EPS files appear the same in all applications that can read PostScript format.

JPEG – Stands for Joint Photographic Experts Group and is a type of image file compression based on a lossy algorithm which averages nearby colors and removes color variations that are imperceptible by the human eye.

TIFF – Stands for Tagged Image File Format. It is a graphics file format that was designed to be the standard image format across multiple platforms. TIFF files can handle color depths ranging from 1 bit to 24 bit.

PDF- Stands for Portable Document Format. A PDF is designed to work across multiple applications and formats so it looks the same in a variety of applications. PDFs contain color-accurate information.

GIF- A type of image file compression that reduces the color palette of an image to 256 colors or less. It's an efficient way to represent each color within the image.

8 BIT color –In 8-bit color graphics each pixel is represented or depicted by using an 8-bit byte. It can be expressed as 2 to the 8th power or 2x2x2x2x2x2x2x2 which give you 256 tonal values. There are 256 shades of red, 256 shades of blue and 256 shades of green available in the 8-bit color mode.

24 BIT Color- In 24-bit color graphics each pixel is represented by a 24-bit byte. It can be expressed as 2 to the 24th power, equivalent to 65,536 shades of red, 65,536 shades of blue and 65536 shades of green available in the 24-bit color mode.

Compression-is used to reduce the size of files so they take up less disk space.

Lossy- A type of file compression that results in lost data and quality from the original version. It typically associated with image files such as jpegs.

Lossless – A type of file compression that reduces file size with no loss of quality. Types of lossless file compression are achieved through newer compression algorithms such as Jpeg 2000. The file size usually cannot be reduced as much as it can with lossy compression.

Vector – A type of graphic that is comprised of paths defined by points. Since they are not made up of a specific number of dots, they can be scaled without losing image quality.

Bitmap - (Raster) images made up of a grid of pixels commonly referred to as a bitmap

Icons – An icon on a screen represents an object or a program. For example, the image of a folder for a file is an icon.

Wireframes – A wireframe is a model 2-D or 3-D that only included lines and vertices. It does not contain surface textures, colors, or images. Wireframes are used in the process of designing any kind of interface or 3-D model.

CSS Stylesheets – Stands for Cascading Style Sheet. CSS stylesheets are used to format the layout of web pages and are used to define text styles, margins, background color, etc. They are like master sheets to control the look of your site.

HTML – Stands for Hypertext Markup Language. It's the language used to create webpages. Hypertext refers to the hyperlinks that an html page contains, Markup Language refers to the way tags are used to define page layout.

UX Design (Usability)- Stands for user experience. It defines the total experience a use has on the site. Differentiated from User Interface design which addresses the look and feel of a site, how easy is it to find information or interact with the site.

User Interface Design- User interface (UI) design is the design of user interfaces for software or machines, such as the look of a mobile app, with a focus on *ease of use* and *pleasure* for the user. UI design usually refers to the design of graphical user interfaces—but can also refer to others, such as natural and voice user interfaces.

Accessibility - Accessibility refers to the design of products and environments for people with disabilities.

Universal Design- is the design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all regardless of their age, size, ability or disability.

Visual Hierarchy – refers to the arrangement of presentation elements in a way that implies importance. In other words, visual hierarchy influences the order in which the human eye perceives what it sees. This order is created by the visual contrast between forms in a field of perception.

Domain Name – A domain name is a unique name that identifies a website. For example, the domain name of my media arts classes this spring is mediaartsspring.wordpress.com (important distinction here is that the .com, .org, net are called domain suffixes.

Host- A host is a computer that is accessible over a network. It can be a client, server, or any other type of computer. (In the real world, businesses have clients. In the computer world, servers have clients).

Responsive Design - Responsive web design, originally defined by Ethan Marcotte in A List Apart, responds to the needs of the users and the devices they're using. The layout changes based on the size and capabilities of the device. For example, on a phone users would see content shown in a single column view; a tablet might show the same content in two columns.

Logo – A graphic representation or symbol of a company name, trademark, abbreviation etc. often uniquely designed for ready recognition.

VR - virtual reality is best described as an illusion of reality created by a computer system.

AR - Augmented reality, commonly abbreviated "AR," is computer-generated content overlaid on a real-world environment. An example of Augmented Reality is Pokeman Go.

http- Stands for "Hypertext Transfer Protocol." HTTP is the protocol used to transfer data over the web.

URL - Stands for "Uniform Resource Locator." A URL is the address of a specific webpage or file on the Internet.

FTP - Stands for "File Transfer Protocol." FTP is a protocol designed for transferring files over the Internet.

DNS - Stands for "Domain Name System." Domain names serve as easy to remember names for websites and other services on the Internet. However, computers access Internet devices by their IP addresses. DNS translates domain names into IP addresses, allowing you to access an Internet location by its domain name. An IP address is the series of numbers that represents the name. For example, the DNS for my site is laurenaddario.com. The IP address might look like this 67.43.14.98

Server - A server is a computer that provides data to other computers. It may serve data to systems on a local area network (LAN) or a wide area network (WAN) over the Internet.

Client - In the real world, businesses have clients. In the computer world, servers have clients. The "client-server" architecture is common in both local and wide area networks.

Palette - In computer graphics, a palette is the set of available colors. For a given application, the palette may be only a subset of all the colors that can be physically displayed

Typography (in web terms) - The layout of text on a website. It refers to the style, size and layout of the text characters (fonts)

Text treatment – Techniques applied to text or font choices to enhance a website or interface design experience appearance

Composition – The arrangement of visual elements on a web page or interface design

Navigation - Web site navigation is the science and skill which you apply to a web site that helps visitors move from one page to another.

Audience - People or market segment at whom an advertising message or campaign is aimed.