207 Key Terms

Pre-Production (4%)

flowchart – A graphic organizer that creates a visual representation of the components, sequences, and inter-relationships of a proposed project.

parent page - In the Tree view, the page *above* the selected object in the map hierarchy; it is the page that contains the link to the selected object.

child page - A page that is conceptually subordinate to another. For example, a page named "Types of microphones" will have numerous child pages.

hexadecimal value - HTML colors are defined using a hexadecimal notation (HEX) for the combination of Red, Green, and Blue color values (RGB).   The lowest value that can be given to one of the light sources is 0 (in HEX: 00). The highest value is 255 (in HEX: FF). HEX values are specified as 3 pairs of two-digit numbers, starting with a # sign.

pathname - a statement of the location of a file or other item in a hierarchy of directories.

assets – Any real or virtual resource to be used in the construction of a project.

Production (8%)

cache – A mechanism for the temporary storage of web documents to increase performance.

class style - Allows you to set multiple styles to the same element or tag in a document.

tag style - The <style> tag is used to define style information for an HTML document. Inside the <style> element you specify how HTML elements should render in a browser. Each HTML document can contain multiple <style> tags.

ID style – A function in CSS which allows the user to specify their own selectors called "id" and "class".

absolute link - Links used for linking users outside of a specific Web site. *Absolute paths* provide the complete URL of the linked document, including the protocol to use (usually http:// for web pages), for example, http://www.adobe.com/support/dreamweaver/contents.html.

site-root relative link - *Site root–relative paths* describe the path from the site's root folder to a document. Use these paths if you are working on a large website that uses several servers, or one server that hosts several sites.

link target - The target attribute specifies a window or a frame where the linked document is loaded. Document relative link - *Document-relative paths* are usually best for local links in most websites. They're particularly useful when the current document and the linked document or asset are in the same folder and are likely to remain together.

embedded link - Embedded Links enable you to pull in external web content and present it wihin your website. Embeddable links increase visitor interaction and retention and enable you to present all kinds of content to your visitors without having them leave your website.

hotspot – Any region on an image map that is clickable, an when clicked, will initiate an action.

mailto link -Allows users clicking a link in a website to send an e-mail without first having to copy the destination e-mail address and open an e-mail client.

internal style sheets - Cascading Style Sheets come in three varieties: internal, external, and inline. When using internal CSS, you must add a new tag, <style>, inside the <head> tag.

external style sheets - The most commonly used way to apply a style sheet where all of the styles and rules are contained in one central, separate text file.

SEO – Search Engine Optimization. It is the process of affecting the visibility of a website in a search engine's un-paid search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users.

Post-Production (3%)

source code – Program instructions in their original form.

design comp – Design Comparable. A design comp is the last part of the designing phase and is the closest draft to the final product**.** Comps are used by designers for a variety of media**.** They can provide a visualization of a commercial before it is professionally shot, display the components of a print advertisement, or give tangibility to an un-launched website.

compatibility with browsers – Refers to the ability of a web application or HTML construct to work effectively with all browser platforms.

proofreading – The careful reading of a publication to detect and correct production errors of text or art. Proofreaders are expected to be consistently accurate by default because they occupy the last stage of typographic production before publication.

debug - The methodical process of finding and reducing the number of defects, in a computer program or a piece of electronic hardware, thus making it behave as expected.