



# **Glossary.**

**Interactive Design**



## Glossary:

### B

#### Back-end

The back-end of a site is usually accessible only to the Web site creators or administrators. It usually contains access to databases, technologies to support the [front-end](#) of the website, and traffic logs of the site.

#### Banner

A banner is a graphic image (static, animated, or rich media) that is placed on web sites as an advertisement. Banners are commonly used for brand awareness and generating sales.

#### Bevel

Adding a beveled effect to a graphic image gives the image a raised appearance by applying highlight colors and shadow colors to the inside and outside edges.

#### Bookmark

Just as a paper bookmark is used as a reminder of the page you are on in a book, electronic bookmarks are used to bring you back to a website or other site you may want to return to.

### C

#### Check boxes

In an online form, check boxes look like the following:

I would like information on:

Ordering products

#### Compression

The process of reducing file size to reduce bandwidth required to view that element. Compression is applied to all media elements within a webpage such as images, video, flash media elements etc. The importance of compression is to find a balance between quality and file size. If there is too much compression, the quality of the output will suffer, and if there isn't enough compression, the file size may be large thereby causing longer than desired wait times for users to view those items.

#### Contextual Navigation

This type of navigation does not usually offer wayfinding help but resources that would be useful to the user in context of what is being discussed in the main content of that page. It can change from page to page, and the navigation choices depend on what is being discussed on that particular page. In the example below, the user is offered additional reading resources that relate to the topic being discussed in the main content of the site.



## Investment Management

### Your vision is our vision.

With so many investment choices and types of accounts available, balancing risks and returns requires experienced professional guidance. At the Hall Group, our philosophy in managing investments is all about enhancing the quality of our clients' lives. Our commitment to your financial independence is based on a strong foundation of trust, knowledge and highly personalized service. Your Advisor will assist you in choosing the correct investment strategy, diversifying your portfolio to your net advantage and realizing your financial goals.

The Hall Group at Canaccord Capital offers fee-based and commission-based investing options that are both negotiable and competitive.

What types of accounts are right for you?

### More Useful Information:

[Fellow of CFI](#)

For a complete list of online reading and tools, [visit the Resources section](#). All links with the  icon lead to external websites (open in new window).

contextual navigation

## Conventions

A collection of practices, a way of acting or doing things that is widely accepted and followed. Online conventions include placing the logo of a company on the top, left side of the website, having it be clickable back to the home-page of the site, underlining links etc. The importance of conventions rests in the fact that it takes time for conventions to be adopted, but once people get used to doing things a certain way, straying from convention can lead to frustration and confusion.

## D

### Databases

A collection of information organized and presented to serve a specific purpose. (A telephone book is a common database.) A computerized database is an updated, organized file of machine readable information that is rapidly searched and retrieved by computer. Websites usually store [form](#) collected data in organized databases.

### Drop-Down Menu

In an online form, a drop-down menu (also known as a pull-down menu) looks like the following:

## F

### Findability

A term that describes a web site's ability to be found easily via the search engines, directories, and other online resources. Findability can also refer to a website's ability to lead people to the content that they are looking for.

### Flash

Flash is a vector-based moving graphics format created by Macromedia for the publication of animations on the world-wide web. Flash requires the user have the Flash [plug-in](#) installed on their computer to view Flash content.

### Forms

HTML tags that define and label [text-entry boxes](#), [check boxes](#), [radio buttons](#), and/or [drop-down menus](#) to create simple on-screen forms for collecting information



from the user. Forms usually connect to back-end databases to store and process information collected.

#### Front-end

The part of the website that is viewable by the user. All text, images and visuals contained within a site are part of the front-end of the site.

## G

### GIF

Stands for Graphics Interchange Format. GIF images are widely used graphic format on the web. GIF images display up to 256 colors. GIF [compression](#) is best suited for non-photographic images where the image consists of solid bands of colors.

### Global Navigation

The menu options that are available to the user, consistently across every page within the website. The key to usability is that the Global navigation is something that the user can depend on, to help them find their way around the site. It is persistent and consistent across the site. Also see: Local Navigation, Contextual navigation.

### Graphics

Visual representations such as artwork, photos and imagery. We have identified three types of graphics on most websites:

1. Navigational Graphics: Graphics such as these aide [wayfinding](#). Examples include buttons used with the Global navigation of the site
2. Content Graphics: Graphics that explain or add value to the content being discussed. Photographs of products would be considered content graphics.
3. Decorative Graphics: These serve as accents and their purpose is visual appeal and maintaining a common visual language throughout the site. Arrows, lines, bullet points would be considered Decorative graphics.

## H

### Hyperlink

A hyperlink, more commonly called a link, is an electronic connection between one web page to either (1) other web pages on the same web site, or (2) web pages located on another web site. More specifically, a hyperlink is a connection between one page of a hypertext document to another.

## J

### JavaScript

JavaScript is a scripting language developed by Netscape. JavaScript can make web pages more animated and dynamic in terms of graphics and navigation. One of the most common graphic JavaScript effects is called a mouseover, and JavaScript navigation is commonly created using drop-down menus.



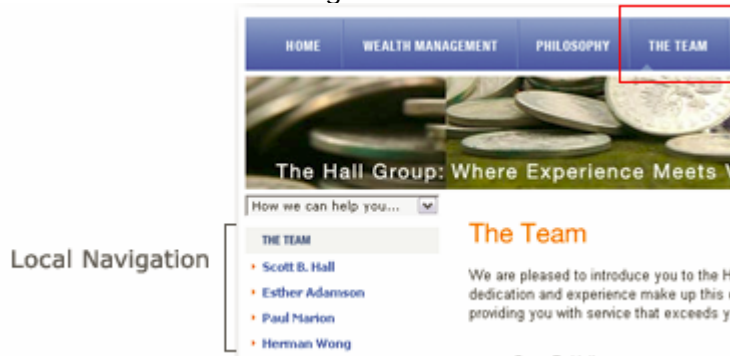
## JPEG

Abbreviation for Joint Photographic Experts Group. File format for full-color and black-and-white graphic images. JPEG [compression](#) allows for more colors than [GIF](#) images and is good for photographic images.

## L

### Local Navigation

The navigation choices that are only available to the user in a particular section within the site. These choices are available to user on all pages contained within this section of the site. In the example below, the local navigation choices will remain visible to the user as long as they stay within the [global menu](#) choice of "The Team". Also see: contextual navigation.



## M

### Masthead

A masthead is a graphic image placed on top of a web page that tells end users what page they are on. Masthead images can contain photos, text, shapes, and/or image maps.



### Meta-tag

Meta-tags are HTML tags that can be used to identify the creator of a web page, what HTML specifications a web page follows, the keywords and description of the page, etc. The most common use of a meta-tag in online marketing is the keyword and description tags, which tell the search engines that index meta-tags what description to use in their search query results.

### Mouseover

A popular special effect for web graphics, generally programmed in [JavaScript](#), that changes switches color or a graphic image when you place your cursor over it. Mouseovers can also be used to trigger navigation changes and pop-up windows.



## Multimedia

A form of communication combining text with graphics, page layout, video, audio, animation, and so forth.

## N

### Naive User

Someone who is new to the web, a newsgroup or e-mail, or any other Internet application. Can also refer to someone who may be primed on using the web, or even that particular website, but is new to the task that they are wishing to accomplish.

## P

### Plug-In

A software extension that provides added capabilities to the browser, for purposes such as viewing, hearing, or saving specially formatted files. Most plug-ins are available via the creator's web page for downloading. Examples of plug-ins are Macromedia Flash and Acrobat PDF

## R

### Radio Buttons

In an online form, radio buttons looks like the following. Radio buttons are usually used for binary choices.

Would you like information on our latest services?

Yes

No

### Rich Media

Typically, a web site or banner ads that use technology more advanced than standard GIF animation. Rich media banners include: Flash, Shockwave, streaming video, Real Audio/Video, pull-down menus, search boxes, applets that allow for interactivity, and other types of special effects.

### Rich Internet Applications

The use of Rich Media to create web applications that combine desktop software functionality with the broad deployment of the web.



## S

### Sans Serif

A style of typeface that means "without feet." Common sans serif typefaces include Helvetica, Arial and Verdana. It is widely recognized that due to the low resolution that monitors offer, the serifs blur together and start making the text harder to read. So sans-serif fonts are preferred for online readability especially for the main copy in a website. The following graphic image shows sans serif typefaces.

**Welcome to our website**  
**Welcome to our website**  
**Welcome to our website**

### Search Engine

A search engines is a program that searches documents (i.e. web pages, which are HTML-documents) for specified keywords and returns the list of documents. A search engine has two parts, a spider and an indexer. The spider is the program that fetches the documents, and the indexer reads the documents and creates an index based on the words or ideas contained in each document.

### Serif

A style of typeface that has "little feet." Common serif typefaces include Times Roman, Garamond, and Palatino. The following graphic image shows serif typefaces.

**Welcome to our website**  
**Welcome to our website**

### Spider/Robot

Software programs used by search engines to visit sites on the web, follow all of the links, and catalog the text of every web page that (a) contains text, and (b) it is able to visit or crawl.

## T

### Text Fields

In an online form, text field boxes look like the following:

Username:

Password:

### Thread

A series of messages related to the same topic in a discussion group or newsgroup, such as an original post and related follow-ups.



## Thumbnail

A small version of a graphic image.

## Typeface

A typeface contains a series of fonts. For example, the typeface Arial contains the fonts Arial, Arial Bold, Arial Italic and Arial Bold Italic.

## U

### USP

Abbreviation for Unique Selling Proposition. Marketing, branding term that refers to the ability of a product or service to establish itself as being able to offer a key feature and/or benefit that is not offered by its competitors. It is therefore preferred by the user, because of this difference.

## W

### Wayfinding

All components within a website or interactive device that help the user answer three questions:

- 1) Where am I?
- 2) Where are the things I am looking for?
- 3) How do I get there?

Examples of wayfinding are [global navigation](#), [local navigation](#), consistent color palette, fonts, and visual branding. The use of [conventions](#) can also help users with wayfinding.

## X

### XHTML

Abbreviation for Extensible Hypertext Mark-up Language and is a hybrid of XML and HTML. Web pages designed in XHTML can be viewed across many platforms such as handheld devices and traditional desktop monitors.