

## **GCOM360 - Glossary of Terms-2**

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### **Browser**

A browser, or "web browser," is an application used to access and view websites. Popular web browsers include Google Chrome, Mozilla Firefox, and Apple Safari. There are many [variants](#) of browsers which are built on open source code.

### **Hyperlink**

A [hyperlink](#) is a word, phrase, or image containing an embedded link which can be clicked on or selected to jump to an external URL, or internally to a specific file or page.

### **Mobile First Design**

Since the number of smartphone users worldwide has [grown by one billion](#) in a time span of five years, (the number of smartphone users in the world is expected to reach 2.7 billion by 2019), it makes sense that responsive web design terminology leaps from "mobile friendly" to "mobile first".

### **User-Centered Design**

Refers to UI design in which the user experience (UX) is considered first priority, unlike some [government websites](#) designed by overpaid and talent deficient knuckleheads whose primary motivations and concerns are money-centric.

### **Responsive Design**

Responsive coding which will cause the web page elements to change position in accordance the device view port. We call points of page or element change "break points" and [label responsive coding](#) "media queries."

### **UI/UX**

When we talk about usability, should the UI (User Interface) be UF (User Friendly) we say the UX (User Experience) is good. But when the UI is UO ([User Obfuscating](#)) we say the UX is no damn good, and unless it is a government website, we just move along.

### **Breadcrumb Navigation**

The webpage location that is [shown in hierarchy](#), typically just below the main navigation menu.

### **WYSIWYG**

Is an acronym for "what you see is what you get." WordPress used to

falsely claim WYSIWYG UI and is now a little closer with the Gutenberg update, notwithstanding, the best WYSIWYG software I have ever used is the "[WYSIWYG Web Builder](#)."

### **Blog**

Is a truncation of the expression "[weblog](#)." Over the years [WordPress has evolved](#) from being an informational blog posting tool to a fully configurable CMS. Today when we talk "blog" we refer to the "posts" pages which still resemble the old weblog format characterized by the constrained screen layout with the floating widget menu side bar on those types of pages. We also still use those posts pages to refer to news and information relevant to the business of the website.

### **Open Source**

In the restrictive world of copyrighted proprietary close source software, the OSI ([Open Source Initiative](#)) keeps alive the spirit of collective software innovation through license grant protecting open source collaborative software development amongst software developers' worldwide.