

# **GCOM360 - Glossary of Terms-3**

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## **Information Architecture**

In broad technical terms, this word defines an expression of functionalities and information within structures and systems. In Web design this word describes grouping of visual and functional web objects and is typically structured using XML.

## **Wireframe**

A wireframe is a visual guide or map that represents the skeletal framework of a website.

## **Site Map**

A site map is a hierarchical list of web pages and website content, typically expressed as an XML document with links, and designed to help both users and search engines navigate the site.

## **Web Page Header**

The web page header is the first part a web page containing the metadata or other information necessary for processing the web site. In web design the header will contain visual elements, navigation links and CTA's to illicit user response and facilitate friendly UX.

## **Web Page Footer**

The web page footer is the last part of a web page containing links, icons, widgets or other CTA's which give a website user other navigation options, since this the end of the web page.

## **Web Fonts**

Fonts embedded within a website which have been coded by a font generator, or alternatively made available to the website by CDN.

## **Creative Commons**

Creative Commons (CC) is a nonprofit organization that was formed to provide free access to culture, education and research through the Web's open source platform. CC resources and licenses are based on the GNU General Public License (GNU GPL).

## **Skeuomorphism**

The term skeuomorphism is derived from the Greek words "skeuos," which means vessel or tool, and "morphe," which means "shape." In technological terms it describes UI design based in UX conditioned by an attempt to replicate real world objects already familiar to users.

**Web-Safe Color**

When talking about "web safe" we really mean "browser safe", whereby we define which colors, fonts or web code browsers can read on a web page and accurately reproduce in a web browser.

**UI Design Patterns**

UI design patterns or templates can be downloaded and used in application development.