Business Webpage Design, Advanced

EXAM INFORMATION

Items

46

Points

83

Prerequisites

BUSINESS WEBPAGE DESIGN

Grade Level

10-12

Course Length

ONE SEMESTER

Career Cluster

ARTS, A/V TECHNOLOGY AND COMMUNICATION

BUSINESS MANAGEMENT AND ADMINISTRATION

INFORMATION TECHNOLOGY

Performance Standards

INCLUDED

Certificate Available

YES

DESCRIPTION

This course builds upon the skills in Business Web Page Design. Web publishing software and HTML are used to develop the competencies of creating, formatting, illustrating, designing, editing/revising, and publishing documents on the World Wide Web. This course includes proofreading, document composition, and communication competencies.

EXAM BLUEPRINT

STANDARD	PERCENTAGE OF EXAM
1- Web Design Software	56%
2- Commercial Image Editing Software	21%
3- Website Post	7%
4- Project Management Team	5%
5- Commercial Animation Software	11%

STANDARD 1

STUDENTS WILL USE COMMERCIAL WEB DESIGN SOFTWARE (E.G. ADOBE DREAMWEAVER) TO CREATE DYNAMIC AND INTERACTIVE WEB SITES.

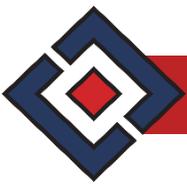|	
Objective 1	Review basic skills and design principles from Business Web Page Design.
Objective 2	Use the following software features: templates, CSS, rollover menus, forms, div tags, and tables.
Objective 3	Include music, sound, and/or video in a document.
Objective 4	Create an image map with hotspots.
Objective 5	Use meta tags in the head section to improve Search Engine Optimization (SEO).
Objective 6	Create a variety of links (hypertext, anchor tag/jump link/target link, e-mail links).
Objective 7	Utilize current version of HTML tags.

STANDARD 2

STUDENTS WILL USE COMMERCIAL IMAGE EDITING SOFTWARE (E.G. FIREWORKS, PHOTOSHOP) TO CREATE GRAPHICS/WEB PAGE

Objective 1	Create, edit, and enhance images. Review image file extensions.
Objective 2	Create a navigation bar incorporating a drop-down or fly-out menu.
Objective 3	Create a web page layout with image editing software.
Objective 4	Use the following software features: masking, animation, transparent background, filters, slicing, etc.
Objective 5	Understand the difference between vector and bitmap graphics.

STANDARD 3

STUDENTS WILL USE COMMERCIAL WEB DESIGN SOFTWARE (E.G. ADOBE DREAMWEAVER) TO CREATE DYNAMIC AND INTERACTIVE WEB SITES.

Objective 1	Create a Web page portfolio of projects completed in class.
Objective 2	Use proper naming conventions and file structure, by understanding file types and file name extensions.
Objective 3	Understand the use of FTP for downloading or uploading documents.
Objective 4	Understand the process of registering and/or changing a website domain for the Internet (register.com or godaddy.com).
Objective 5	Understand the process of registering a Web site with a search engine.).
Objective 6	Test and validate a web site in different window sizes, browsers, and electronic devices such as mobile phones and tablet PC's.

STANDARD 4

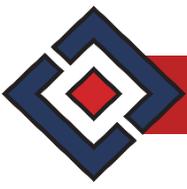STUDENTS WILL COLLABORATE IN A PROJECT MANAGEMENT TEAM TO CREATE, POST, AND PRESENT A WEBSITE.

Objective 1   Students will work together to design and complete a multi-page website.

Objective 2   Each team will storyboard its web design project and get approval from the project manager prior to beginning the project.

Objective 3   Students will maintain a collaborative location to share files and website resources. (i.e. cloud storage)

Objective 4   Students will cite all the resources used in their website.

Objective 5   Students will present their project to the class. Presentation should include target audience, design phase elements, resources and software used.

Standard 4 Performance Evaluation included below (Optional)

STANDARD 5

STUDENTS WILL ADD DYNAMIC CONTENT TO WEBPAGES USING COMMERCIAL ANIMATION SOFTWARE (E.G. FLASH, ANIM8OR, ULEAD, ADOBE EDGE ANIMATE), JAVASCRIPT, AND/OR WIDGETS.

Objective 1   Draw, color, and edit objects.

Objective 2   Understand and use layers.

Objective 3   Understand the importance and use of a timeline and/or storyboard.

Objective 4   Understand animation concepts: tweening and/or morphing, motion paths, behaviors and/or actions, twist and fade, library, import graphics.
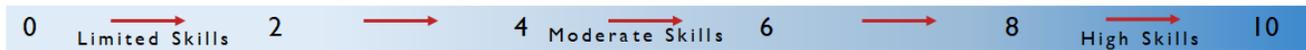
Objective 5   Insert animation into a web page.

Business Webpage Design, Advanced Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name_____

Class_____

PERFORMANCE RATING SCALE

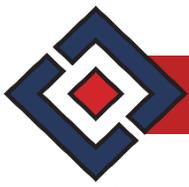| 0 | Limited Skills | 2 | → | 4 | Moderate Skills | 6 | → | 8 | High Skills | 10 |

STANDARD 4 Project Management Team   Score:

- ☐ Create a four-page web site with the following minimum elements:
    - o Consistent look and feel throughout the website
    - o The same page heading, navigation bar, and footer on each page
    - o Hot spot(s)
    - o Email link(s)
    - o Table(s)
    - o Roll-over buttons and/or drop-down menus
    - o Background image(s)
    - o Hyper-link(s)
    - o Import graphics (jpeg/gif)
    - o Form
    - o Page titles
    - o Font changes (color, size, style)
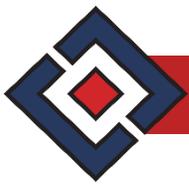   - o Original animation (optional)

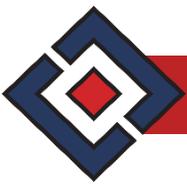## PERFORMANCE STANDARD AVERAGE SCORE:

Business Web Page Design (254) and
Advanced Business Web Page Design (256)
Vocabulary (Priority Listing)

This vocabulary list is provided as a guide to words that should be discussed and understood. There are numerous terms associated with the use of the Internet and design of web pages which cannot all be covered here. Refer to the Internet and other published materials for more information.
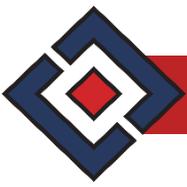
PRIORITY 1	Standard	Most important: should be discussed with course content and known by students
.exe	2	A file extension that indicates that the file is a program file.
.gif	2	A file extension for images, usually line and clip art.
.jpg (.jpeg)	2	A file extension for images, usually photographs.
.txt	2	A file extension for text only files.
.zip	2	A file extension for (zip) compressed file.
address	1	e-mail address, Internet address, and web address. A code or series of letters, numbers and/or symbols. Each address is unique.
alt tag	5	An HTML tag that allows you to specify text to display. This text appears when you put your mouse over an image and leave it there. It is not necessary for web designers to put any text there, but if they include terms specific to the Web site, some of the search engines may list the site higher in their results. This text is useful for the visually impaired.
anchor	3	In HTML, anchors mark the start and end of hypertext links.
AUP	1	Acceptable Use Policy
bandwidth	1	The range of transmission frequencies that a network can use. The greater the bandwidth, the greater the amount of information that can travel on the network at one time. On the less technical side bandwidth is used to measure the amount of time it takes for a web page to fully load.
banner	5	An image that appears at the top of every page on a Web site. It is also called a title graphic or a page header. (Ad banner is different.)
bitmap	5	Any picture you see on a web page is a bitmap. Bitmaps come in many file formats such as GIF, JPEG, TIFF, BMP, PICT, PCX, and DIB (device independent bitmap, which allows the image to be. As its name suggests, a bitmap is a map of dots or "pixels".
blog	1	A Web site (or section of a Web site) where users can post a chronological, up-to-date e-journal entry of their thoughts. This communication tool can be very individualistic or perform a crucial function for an organization or company.
body	3 and 4	HTML: the section of a web page which contains all the text and graphics you see in a browser window.
broken link / broken graphic	2	A link or hyperlink which no longer works when a web page loads, or when it is "clicked on" or does not take the user to the destination it was supposed too.
browser	2	Software used to view information on the worldwide web.
button	6	A graphic that a user can "click on" to do something, like download a program or go to another web page.

case sensitive	2	When it matters if letters are typed in uppercase or lowercase. Some computer programs and network services are case sensitive.
.com	1	A type of Internet domain assigned to URLs which are business or commercial entities.
client	1	A remote computer connected to a host or server . Client also refers to the software that makes this connection possible.
commercial software	1	Software that is distributed to the public for profit. It is copyrighted by the owner and is bought by the user.
compression	5	The process of making computer data smaller, consequently, the information takes up less disk or file space and may be transmitted in less time.
connect time	1	The amount of time spent connected to an Internet service.
copyright	1	The exclusive legal right to reproduce, publish, and sell a literary, musical, dramatic, or artistic work, including computer programs, web art, graphics, photos, web pages.
crop	5	Using a tool to remove part of an object from an image to create a more pleasing image. Generally part of the background is cropped/removed so that it is easier to see the subject matter.
CSS	3	Cascading style sheets or CSS allows a web designer to separate how items look from content information. "Cascading" refers to the fact that multiple style sheets can be attached to one Web page. Web designers use CSS to control an entire Web site's text color, background colors, borders, spacing, and positioning of elements.
DNS server	1	Domain Name System. A database system that translates an IP address into a domain name. For example, a numeric IP address like 207.219.116.4 is converted into netlingo.com. DNS allows users to specify remote computers by host names rather than numerical IP addresses. A name given to a host computer on the internet. The DNS, in effect, translates words into numbers that can be understood by the Internet's computers.
domain name	1	The "address" or URL of a particular Web site. This is also how you describe the name that is at the right of the @ sign in an Internet address.
download	1	To transfer a file(s) from another computer to your computer.
folder	2	A menu item containing further information.
freeware	1	Software that is distributed at no cost to the user; however, the author maintains the copyright.
gradient	4 and 5	A gradient consists of two or more colors that blend into each other. Gradients are used to fill the color of an object.
groupware	2	Software that enables electronic collaboration between users.
head	3 and 4	The HTML tag used to enclose the beginning elements in the HTML document, including the title.
hexidecimal	1 and 3	It is most commonly used online to assign color to Web pages. It is the base-16 number system, which assigns the numbers 0 to 9 and the letters A to F. For example, the decimal number 15 is represented as F in the hexadecimal numbering system. The hexadecimal value for hotpink is #FF69B4. It is easier to remember than the binary equivalent.
home page	2	The first web page displayed when starting a web browser.

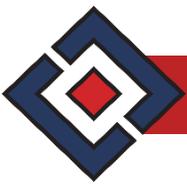| host	1	Any computer that can function as the beginning and end point of data transfers.
Hot spot	1	A clickable area (hotspot) on a graphic called an image map. By clicking on the hotspot, the user links to a related page or area in the Web site. For example, an image map of the US might contain 50 hotspots, one for each state. By clicking on a specific state, you would be taken to a page containing additional information on that state.
HTML	3	Hypertext Markup Language. The coding scheme used to format text for use on the World Wide Web.
HTTP	1	Hypertext Transport Protocol The transmission standard used to send an HTML document across the World Wide Web.
hyperlink	2, 3 and 4	Elements on a web page allowing the user to open related web pages by clicking the mouse.
hypermedia	2	The electronic linking of text, graphics, sound, and video allowing a user to jump from one piece of information to another.
hypertext	2, 3 and 4	A system of writing and displaying text that enables the text to be linked in multiple ways.
interactive	2	Allows a user to manipulate the outcome of certain events (for instance, by filling out a form, requesting a new Web page, or taking an online survey) within a two-way communications system that supports direct and continual responses. As opposed to static media (something that stays the same) or television (which is essentially a one-way medium), the Internet is interactive and dynamic in that all computers require input.
Intranet	1	A network within an organization that uses internet technologies to connect its employees and customers to the organization.
IP address	1	Internet Protocol Address. A uniquely assigned numeric address for each computer connected to the Internet.
ISP	1	Internet Service Provider. A service company that provides a user with an account on a host-computer having access to the Internet.
keyword	1	A word which can be searched for in documents.
link	2, 3, and 4	The text or graphic used in an HTML document to jump from one document to another. Hyperlink
logo	5	A word, phrase, symbol, or graphic that identifies an organization, company, or brand. It is often in the form of an adaptation of the company name or brand name or used in conjunction with the name.
multimedia	2	The presentation of information using animation, sound, graphics, and text.
Navigation bar	5	A set of buttons or hyperlinks that when clicked on take you to other sections of the site. Nav bars are supposed to guide users through the web site. The names on the nav bar are usually descriptive.
optimize	5	To customize a webpage so that it will run at its utmost capacity in terms of speed and efficiency.
packets	1	How information travels over a network.
PDF	4	Portable Document Format. The file format of documents viewed and created by the Adobe Acrobat Reader and others.

portal	1	A Web site that serves as a starting point to other destinations or activities on the Web. A portal attempts to provide all of a user's Internet needs, in one location and provide you with links to all the information that is important to you on a daily basis. Pioneered by Yahoo!, portals aggregate other people's content.
post	4	To place an HTML file on a server to make it available for browsing.
protocol	1	Protocols were created to ensure reliable connections between many different computer types. The common set of standards and rules ensure that all computers connected to the network have a common ground from which to work.
public domain	1	Software or information with no copyright restrictions.
rollover	5	A graphic element in a Web page that changes appearance when you trigger it by rolling over it with the mouse. This technique uses JavaScript to display the alternate image. The term frequently refers to a rollover button.
search engine	1	Search engines attempt to help a user isolate desired information or resources by searching for keywords.
secured site	1	Refers to any web site that uses encrypted transmissions and takes other appropriate measures to ensure the protection of sensitive information such as credit card information.
server	1 and 4	A host computer on a network.
shareware	1	Software that can be obtained for free (often by downloading from the internet) on a trial basis but that may require some payment or registration for continued use.
site	2	A home and/or location on the World Wide Web. A place made up of Web pages.
storyboard	2	A visual representation of a Web site and its pages. It consists of a series of panels that plot the key scenes and illustrate the flow of animation.
tag	3	The HTML codes used to specify text styles, links, graphics, and other HTML elements.
target	3	Lets the user link to a specific place within a web page instead of just linking to the top of the document.
TCP/IP	1	Transmission Control Protocol/Internet Protocol. A widely used network communication protocol on microcomputer, mini-computer, and main-frame networks. TCP is needed on the internet for reliable communications for transmitting datagrams across internet networks. TCP is responsible for breaking up datagrams into manageable sizes and reassembling datagrams at the destination, then re-sending datagrams if a transmission error has occurred.
template	4	A reusable pattern that helps you place information quickly and efficiently on a Web page by providing placeholders for basic elements.
text editor or html writer	3	An application program that allows you to manually key HTML commands into a blank document. Examples of text editors are Microsoft Notepad and WordPad, and HotDog Professional™.
thumbnail	3 and 4	A graphic or image purposely made smaller.
title bar	3 and 4	The colored bar at the top of each window that displays the program and file names.

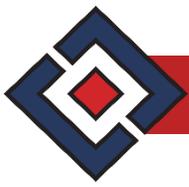| URL	I	(Uniform Resource Locator) The standard used to identify files on the internet and World Wide Web using the type of server, the host name the computer the file is on, and the complete path to the file.
Vortal	I	Portals that are dedicated to one specific topic. These Vortals or Vertical Portals provide access to information that is organized along vertical market sectors. That is, focused on particular topics instead of a broadly, horizontally, range of topics.
web page editor	4	A program used to write and edit HTML code.
World Wide Web	I	An Internet service that links multimedia documents together using hypertext.
WYSIWYG	I	What You See Is What You Get (whiz-ee-wig). Refers to any technology that enables you to see images on screen exactly as they will appear when printed out.

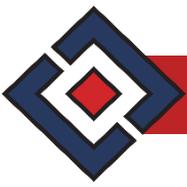| PRIORITY 2	Standard	Nice to know (discussed with course content)
active	2	The objects currently being displayed or used within your computer screen.
annie/orphan annie	4	A web page that has not been updated for a long time. From the term "Orphan Annie" meaning the web page is a poor forgotten orphan.
applet	2	A mini-program that can be downloaded quickly and used by any computer equipped with a Java or ActiveX capable browser. Applets carry their own software players.
application	4	A program that performs a function directly for a user; FTP, e-mail, and telnet clients, are examples of network applications.
archive	4	As a noun, archive is the place on an Internet host where files are stored. It is also a file that contains a number of compressed files. As a verb, archive means to compress a number of files into one file for storage and transmittal.
ASP	2	Application server provider. A specialized form of ISP that allows a company to have a software application hosted for a rental fee. An ASP is a company that provides applications or services that are distributed through a network to many customers. This is a computing services niche made possible by the overwhelming need for high-speed communications and updated technology. An ASP is a new breed of company that provides IT services for companies that need to reduce expenditures and alleviate the confusion that new technology often brings. These third-party entities manage and distribute software-based services and solutions to customers across a wide area network (WAN) from a central data center. Similar in structure to an Internet Business Service (IBS), ASPs are different in that they focus on ways for companies to outsource any or all aspects of their information technology needs.

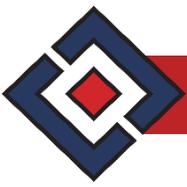| authentication	2	A security measure for checking a user's identity. Some web sites require a users identity to be authenticated before they can enter. This is usually done with a password and/or username that are established prior to the user arriving at the site.
byte	2	The basic unit of measurement for computer storage.
cache	2	Caches come in many types, but they all work the same way: they store information where you can get to it fast. A web browser cache stores the HTMLweb page's code as well as any graphics, and multimedia elements embedded in it, that way, when you go back to the web page, everything doesn't have to be downloaded all over again. Since hard disk access is much faster than Internet access, this speeds things up. Hard disk access however is slower than RAM, which is why there is disk caching, which stores information you might need from your hard disk.
CGI	4	**Common Gateway Interface** A type of script for running programs on a server from a Web page. CGI programs (also called scripts) can be run independently and were designed to be external so they can run under various (possibly different) servers interchangeably. The most common CGI scripts found on the Web are programs that process the information a user enters on a form. For example, whenever you fill in information or choose from a list of radio button options on a Web page, you are most likely filling out a CGI form. Once you hit the "submit" button, the form is sent to the server. There, the form's output is handled by a CGI script, which will call on other programs as necessary (such as a database search engine or a mailer program). Gateways conforming to this specification can be written in any language that produces an executable file. Some of the more popular languages that use CGI include: C or C++, Perl, Python, TCL, shells, and many others.
CGI-bin	4	**CGI binary.** A directory (or folder) on a server that "houses" all the CGI programs on that server. When you see this in your browser's URL window, you are probably running or are about to run a CGI program.
client	2	A program or computer that is serviced by another program or computer (the server). A computer that has access to services on a network. A user as a client may request file access, remote log-in, file transfer, printing or other available services from server. A remote computer connected to a host or server computer. Also refers to the software that makes this connection possible.
CMYK	2	Cyan, Magenta, Yellow and Black. These are the four basic design inks; they're used to create a full spectrum of color on a printed or digital page.
cobweb site	3	A World Wide Web site that hasn't been updated for a long time. A dead web page.

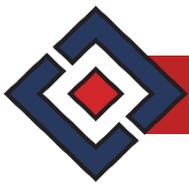| configuration	1	(1) A general-purpose computer term referring to the way a computer is set up. (2) The total combination of hardware components--central processing unit, video display device, keyboard and peripheral devices--that make up a computer system. (3) The software settings that allow various hardware components of a computer system to communicate with one another.
cookie	2	A special piece of information about you and/or your computer system that is stored in a text file on your hard drive. This information is usually accessed by a server when you connect to a web site which wants to know some information about you or your system. One common occurrence of a "handing of a cookie", would be when you as a user, log into a system through a site. After you enter in your username and password, a text file is saved by your browser for later access. This prevents you from having to log in again if you happen to leave the web site and then return at a later time. Cookies are also used in the process of purchasing items on the web. It is because of the cookie that the "shopping cart" technology works. By saving in a text file, the name, and other important information about an item a user "clicks" on as they move through a shopping web site, a user can later go to an order form, and see all the items they selected, ready for quick and easy processing.
CSS	1	Cascading Style Sheets. A feature of HTML that gives both web site developers and users more control over how web pages are displayed. With CSS, designers and users can create style sheets that define how different elements, such as headers and links, appear. These style sheets can then be applied to any web page on a particular web site. So in theory all the web pages can be formatted the same way much easier if a developer wants them that way.
data traffic	2	The number of TCP/IP packets crossing a network.
default	1	A value, action or setting that a computer system assumes, unless the user gives an explicit instruction to the contrary. Default values prevent a program from stalling or crashing if no value is supplied by the user.
DHTML	2	Dynamic HTML. The next generation of HTML, the language that describes how text and images are displayed on a web page. Dynamic HTML, developed by Netscape and the World Wide Web Consortium (W3C), is based entirely on industry-standard HTML and Java. New features in Dynamic HTML, such as absolute positioning and layers, give designers and developers much greater control over the look and feel of web pages.
DNS	4	Domain Name System. A database system that translates an IP address into a domain name. For example, a numeric IP address like 207.219.116.4 is converted into netlingo.com. DNS allows users to specify remote computers by host names rather than numerical IP addresses. A name given to a host computer on the internet. The DNS, in effect, translates words into numbers that can be understood by the Internet's computers.

File management	4	The process of creating, naming, moving, updating, and deleting files on a computer system.
Firefox	4	Firefox is a browser created by Mozilla who claim it empowers users to browse faster, more safely and more efficiently than any other browser.
FTP	4	Standard by which data is transferred between different computers on a network. (File Transfer Protocol)
gateway	4	A computer system or interface that connects incompatible programs or networks so that data transfer can occur. Gateway access to the internet is often achieved through use of a commercial online service.
hit	4	The access of a file by a user on a server. Every element of a requested page (graphics, multimedia, etc.) including the HTML file itself is counted as a hit. For example, if a web page contains five graphics, then accessing the web page generates six hits. Hits used to be a method of determining the amount of traffic a site received, however, due to the fact that businesses needed to isolate the exact number of times a web page was requested (in order to charge for advertising), this method was tossed aside in lieu counting the actual HTML page requests.
Hit counter	4	Records the number of times that a Web browser requests a file from the Web server. A hit counter can be either a public counter, which shows the tally to anyone who views the page, or a hidden hit counter which shows the hit tally only to people with access to the site's private data, such as the Webmaster or site administrator. Page views and unique visits are also used to measure a site's traffic.
Java (JavaScript)	2	Developed by Sun Microsystems, Java is a programming language that is specifically designed for writing programs that can be safely downloaded to your computer through the Internet and immediately run without fear of viruses or other harm to your computer or files. Using small Java programs (called "Applets"), web pages can include functions such as animations, calculators, and other fancy tricks. Java is a simple, robust, object-oriented, platform-independent multi-threaded, dynamic general-purpose programming environment. It is best for creating applets and applications for the Internet, intranets and any other complex, distributed network.
kbps	4	A modem's speed is measured in the number of bits it can transfer in a second. Modems rated in kilobits per second are now the standard latency In networking, latency and bandwidth are the two factors that determine the speed of a connection. Latency is the time it takes for a data packet to move across a network connection
launch	4	To start or open up a computer program or application. Also used when referring to the first day a web site is "live" on the Net.
Meta tag	1	A specific kind of HTML tag that contains information not normally displayed to the user.
mirror	4	A server that provides copies of the same files as another server. Due to popularity, servers have been set up to mirror them and to spread the load on many sites. – i.e. international servers.

modulator	4	A person or small group of people who manage moderated mail lists. Moderators are responsible for determining which e-mail submissions are cast on to lists.
modulating	4	The process of receiving and transferring digital signals into analog signals.
Morph or morphing	3	From the term "metamorphosis," it is to turn one thing into another. It most commonly refers to special effects morphing and it is the animated transformation of one image into another, by a gradual distortion of the first image. Certain points of the first image move to the position of corresponding points in the second image.
Mosaic	4	Mosaic is the common name of a World Wide Web multimedia browser program developed at the National Center for Supercomputing Applications (NCSA) in Urbana-Champaign, Ill. It was the first cross-platform WWW browser that was available for the Macintosh, Windows, and UNIX all with the same interface and started the popularity of the web. It was the precursor to Netscape.
Netscape	4	The dominating World Wide Web browser during 1994 to about 1997 (until Internet Explorer hit the screens. In addition to being a web browser, this software program, developed by Marc Andreessen based on Mosaic, also allows for Gopher, FTP, and Telnet access as well as e-mail and newsgroup retrieval and management.
Opera	4	A Web browser which handles common Internet-related functions, such as exploring various Web sites, sending and receiving e-mail messages, managing contacts, and online chat. "Opera" runs a variety of operating systems including Microsoft Windows, Mac OS X, Solaris, FreeBSD, and Linux systems. It is also used in mobile phones, smart phones, PDAs, game consoles, and interactive televisions.
PDF	2	Portable Document Format. The file format of documents viewed and created by the Adobe Acrobat Reader, Acrobat Capture, Adobe Distiller, Adobe Exchange, and the Adobe Acrobat Amber Plug-in for Netscape Navigator. This file format was developed in hopes to standardize formatting of documents that are used on the Internet. One of the benefits of using Acrobat and PDFs is that whether you're an executive using Microsoft(R) Office products, an engineer using a CAD program, or an art director using desktop publishing software, you can quickly deliver business documents to a colleague or to the entire company, without reauthoring or learning new applications.

proxy or proxy server	2	A technique used to cache information on a web server and acts as an intermediary between a web client and that web server. It basically holds the most commonly and recently used content from the World Wide Web for users in order to provide quicker access and to increase server security. This is common for an ISP especially if they have a slow link to the Internet. Proxy servers are also constructed to allow direct Internet access from behind a firewall. They open a socket on the server, and allow communication via that socket to the Internet. For example, if your computer is inside a protected network, and you want to browse the web using Netscape, you would set up a proxy server on a firewall.
Publish	4	To transfer files from a local computer to a remote Web server so that the Web site can be viewed over the Internet.
router	2	Hardware (or software) that can connects a local network to the Internet. Routers spend all their time looking at the destination addresses of the packets passing through them and deciding which route to send them on.
Target audience	4	The main group of people that you want to visit your Web site.
telephony	2	The process of carrying on a two-way audio conversation, or conference session, via the Internet, by talking into the microphone and listening to replies on a computer's speakers, or through headphones.
telnet	2	An Internet program for connecting to a remote host or server. The Telnet interface is text based and a user usually has to enter their login name and password before gaining access to the system. Some of the things you can do with Telnet access include: check your e-mail, download a program, or chat with other Telnet users. It is one of the oldest Internet activities and is primarily used to access online databases or to read articles stored on university servers. It is also possible to Telnet via your web browser by changing the http:// to telnet:// and entering in the site's address.
threads	2	A series of messages on the same theme or topic. Good newsreaders allow you to follow the thread of a discussion.
Tracking software	4	Records information about Web site visitors such as what browser they used, how they navigated the site, and what country they are from.
usenet	2	An internet service that maintains thousands of discussion groups involving millions of people.
video conferencing	2	Conducting a conference between two or more participants at different sites by using computer networks or the Internet to transmit audio and video data. It works much like a video telephone. Each participant has a video camera, microphone, and speakers mounted on their computer. As the two participants speak, their voices are carried over the network and delivered to the other's speakers, and whatever images appear in front of the video camera appear in a window on the other participant's monitor. Multipoint videoconferencing allows three or more participants to sit in a virtual conference room and communicate.

viewer	2	Special software often needed to view certain multimedia items on the internet.
virtual community	2	A site in cyberspace where people gather to discuss topics of mutual interest, make friends, and form relationships.
virtual world	2	A computer generated environment
virtual reality	2	A three-dimensional interactive environment.
web ring	2	A ring is an Internet service and concept that links together a group of sites that have the same theme. In each ring, member web sites have banded together to form their sites into linked circles. Their purpose: to allow more visitors to reach them quickly and easily. Sites connected to a particular ring are usually considered by the ringmaster to be of superior quality and resource.
XHTML	2	Extensible Hypertext Markup Language. XHTML is a bridge between HTML and XML. XML is a programming language/specification developed by the W3Cand is a pared-down version of SGML, designed especially for Web documents. It enables Web authors and Web developers to create their own customized tags to provide functionality not available with HTML. For example, XML supports links that point to multiple documents (as opposed to HTML links, which can reference just one destination each). Whether XML eventually supplants HTML as the standard Web formatting specification depends a lot on whether it is supported by future Web browsers. Also, XML is a lot more abstract and complex than HTML, and unlike HTML, it isn't immediately gratifying in terms of creating Web pages.
Webmaster	4	A person who manages and maintains a Web site.
Web developer	4	Person who uses programming skills to develop Web sites.
Web author	4	Person who writes the text that will appear on each Web page.