# GAC011 Computing II: Web Development

GAC Computing · Vocabulary in context

| Word | Example |
|---|---|
| **storyboard** /ˈstɔːribɔːd/ | Draw a **storyboard** before you film. |
| **social media strategy** /ˈsəʊʃl ˈmiːdiːə ˈstrætədʒi/ | Our **social media strategy** says who we post for, what we post and why. |
| **wireframe** /ˈwaɪəfreɪm/ | Draw a **wireframe** to plan the page layout before adding colour. |
| **Information architecture** /ˌɪnfəˈmeɪʃn ˈɑːkɪtektʃə/ | Good **information architecture** helps users find what they need. |
| **Visual hierarchy** /ˈvɪʒuːəl ˈhaɪərɑːki/ | Big headings create a clear **visual hierarchy** on the page. |
| **HTML** /ˌeɪtʃ tiː em ˈel/ | Web pages are written in **HTML**. |
| **element** /ˈelɪmənt/ | Each **element** of the array holds one value. |
| **attribute** /ˈætrɪbjuːt/ | Name and age are each an **attribute** of a student. |
| **Semantic elements** /səˈmæntɪk ˈelɪmənts/ | **Semantic elements** like <nav> and <footer> say what each part of the page is for. |
| **alt text** /ɒlt tekst/ | Add **alt text** so screen readers can describe the image. |
| **CSS** /ˌsiː es ˈes/ | **CSS** controls how a web page looks. |
| **selector** /sɪˈlektə/ | The **selector** p picks every paragraph. |



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| **declaration** /ˌdekləˈreɪʃn/ | color: red; is one **declaration**. |
| **box model** /bɒks ˈmɒdl/ | The **box model** adds padding, border and margin around the content. |
| **Responsive design** /rɪˈspɒnsɪv dɪˈzaɪn/ | **Responsive design** makes the page fit phones and laptops. |
| **media query** /ˈmiːdiːə ˈkwɪərɪ/ | A **media query** changes the style for small screens. |
| **DOM** /dɒm/ | JavaScript changes the page through the **DOM**. |
| **event** /ɪˈvent/ | A flash of light is an **event**. |
| **function** /ˈfʌŋkʃn/ | A **function** returns a value. |
| **Hosting** /ˈhəʊstɪŋ/ | **Hosting** puts your website on a server so people can visit it. |
| **domain name** /dəˈmeɪn neɪm/ | google.com is a **domain name**. |
| **Accessibility** /æk,sesəˈbɪlɪti/ | Good **accessibility** means everyone, including blind users, can use the site. |
| **content plan** /ˈkɒntent plæn/ | A **content plan** lists what goes on each page. |
| **Metrics** /ˈmetrɪks/ | Page views and clicks are useful **metrics**. |